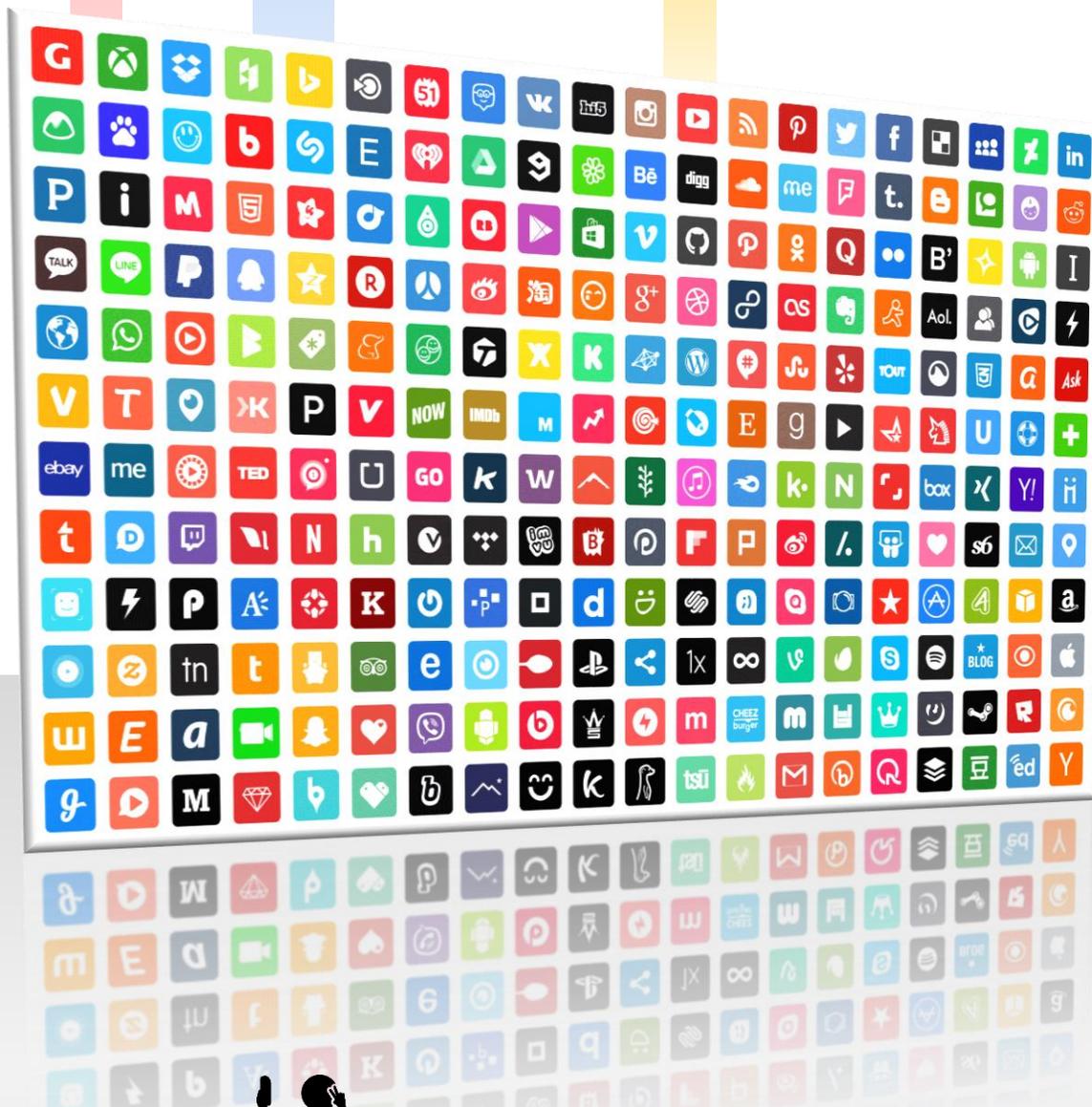


THE MUSEUM PROJECT



YOUR ENTERTAINMENT
GUILD YEGUILD.CA



Strategy Guide 2016-2026



Social media is not about the exploitation of technology
but service to community.

Simon Mainwaring, Social Media Influencer



This document was created as an act of love by
the amazing volunteers in association with the not
for profit group:

Your Entertainment Guild ©2016

Contents

- The Museum Project – A PROJECT FOR THE FUTURE 1
 - Mission Statement 1
 - Edmonton investing in the Future. 1
 - Edmonton Already Has the Perfect Facility! 3
 - Why Edmonton? 5
 - Why Edmonton Needs This..... 7
 - Potential Users..... 9
 - Potential Sponsors and Income Streams 11
- Be Part of the Your Entertainment Guild..... 13



WHO WE ARE

HUNDREDS OF THOUSANDS OF PEOPLE ARE MAKING A
LIVING CREATING CONTENT ONLINE.

Until now, no organization in Canada has existed solely
to promote their interests.

The Your Entertainment Guild (YEGuild) is here to
connect, represent, and support people who create the
new online media. We are a life line between creators
and the press, platforms, and service providers, and we
will strive to make it easier for more people to make
things professionally online.



The Museum Project – A PROJECT FOR THE FUTURE

Edmonton is an amazing city filled with heritage and unique history, and in the last decade Edmonton has made some amazing investments into our collective heritage. From the new museum to the most recent investment of \$33 million for Fort Edmonton Park, Edmonton's past is more protected than ever. It is time Edmonton concentrates on the future.

Mission Statement

The creation of Canada's largest social media incubator. Offering training, networking, and production opportunities to people who want to create content for the online world, an audience of one billion users.

Edmonton investing in the Future.

The museum project is the very definition of entrepreneurial spirit: to boldly go where no city has ever gone before, and to convert the old provincial museum into a new massive complex to create new social media talent. This complex will contain equipment, studios, and training facilities that will help people with diverse talents build jobs and careers from their unique abilities.

YouTube and **Google** have already seen how building collaborative institutions for new media creators can bring talent from across the world to create new content and new economic opportunities.

YouTube has recently started to design YouTube Spaces, places where online media creators can get together, learn and collaborate in an open setting, and have strategically placed these institutes in all the major cosmopolitan cities across the world, including Los Angeles, London, Tokyo, New York, São Paulo, Berlin, Mumbai, Paris, and most recently Toronto.



Google's YouTube Space in LA is an old airport hangar covering 41,000 square feet.

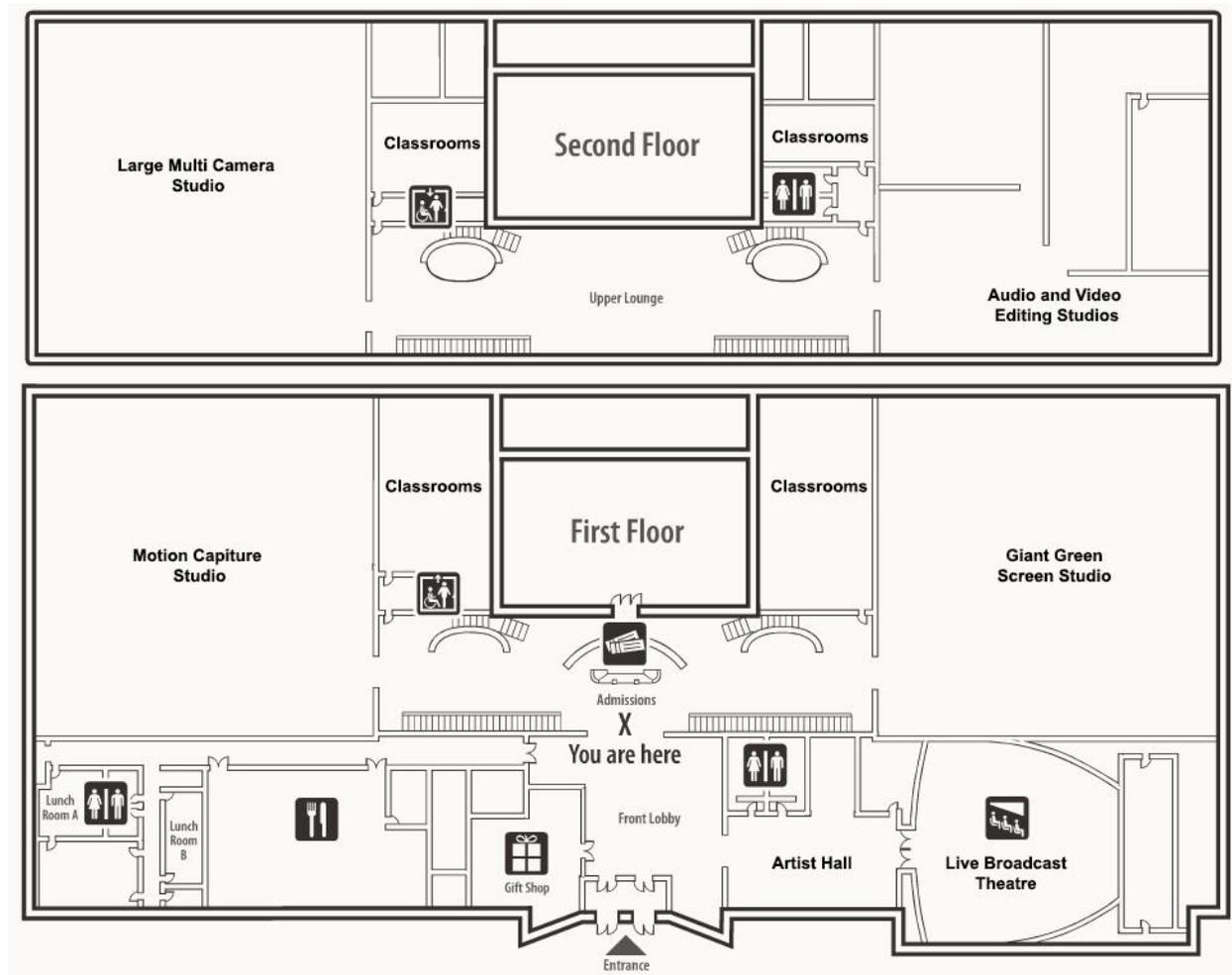
Hundreds of social media stars use this facility on a weekly basis, bringing tourism and economic benefits to the community.



Edmonton Already Has the Perfect Facility!

Edmonton has a beautiful building designed to be a museum and not much else. The museum's main rooms are too big for offices and classrooms, but perfect motion capture studios, with large areas for collaboration and meetings, and smaller spaces for classrooms and learning. The building cannot be easily repurposed as a commercial structure; there are large storage areas for lighting, props and equipment, a massive

freight elevator, and even a ventilated paint room for set creation. Having to renovate the museum for any other type of establishment will cost millions of dollars, but to convert the old museum into the world's largest social media center would require almost zero renovations! That means the original structure and architectural style could be kept completely intact.





I was going to be a high school teacher. I was studying at the University of Alberta in Edmonton, up in Canada. I was also acting in a wonderfully supportive theatre community in Edmonton. There's a lot of support for theatre there. So, I was having a great time, but I didn't consider acting as a serious career initially, because even the most successful actors that I know in Edmonton are not super successful. Acting over there is just not a success-oriented career.

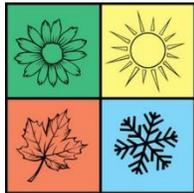
Nathan Fillion



Why Edmonton?

Edmonton faces challenges that are unique to our city, but those disadvantages when thinking of large movie productions actually become advantages for smaller serialized online productions.

Four Seasons



Being a northern city makes Edmonton an unlikely venue to film large projects. Large film projects need reliable outdoor weather because scenes must be consistent between daily shoots. Edmonton's weather is not conducive to this sort of film creation. However, small YouTube-style videos where entertainers are looking for topics and ideas, four seasons and constant weather changes can be a muse inspiring many different short stories, vlogs and entertaining distractions.

Range of Venues



Edmonton is centrally located with rural, urban, and suburban settings within minutes of each other. A massive river valley, Fort Edmonton Park, prairies, mountains, bison, moose, and bears! If we could find an ocean, Edmonton could have a setting of almost every environment within driving range, with every weather condition, you can imagine! Online entertainers are constantly looking for conditions and locations that are interesting for their viewers. Edmonton is a venue playground.

Edmonton's Festivals

Large film companies making feature films may not be interested in small productions but online social media lives for local entertainers and local talent looking for places and venues that provide content. Small local performers knowing Edmonton has a free and open production house allowing street performers to record their acts, plays, and assorted routines and then help them publish it to the internet would certainly make performers across Canada schedule Edmonton on their list of fringe to-do lists, bringing talent and tourism to Edmonton.



Gateway to the First Nations

Edmonton is the gateway to the north and that means easy access for northern aboriginal communities to have a meeting place where they can tell their stories and share their rich heritage across the world. Edmonton is uniquely situated to give easy access to many northern communities across western Canada wishing to engage the world and share their cultural identity.





Google autocomplete predictions are generated by an algorithm without human involvement, using:

- The terms you're typing.
- **What other people are searching.**
- **Trending searches** that are popular stories.
- Based on **how others have searched for a word.**
- Designed to reflect the range of info on the web.

Why Edmonton Needs This.

For the Next Generation

Alberta is filled with young talented people, more so than any other province. These young people came looking for oil jobs, but Alberta needs to find reasons for them to stay and a new media entertainment incubator, the largest in the world, will retain and attract this demographic. The great thing is we already have a building custom designed for this specific purpose, The old Royal Alberta Museum.

Economic Diversity

Edmonton, and all of Alberta, need to look beyond natural resources for revenue models that can diversify our economy and export products electronically rather than over land shipping. Edmonton is not situated well for shipping around the world and most of our manufacturing is here for the oil industry in and around western Canada. But, because of the previous investments by the provincial government, specifically the Alberta Supernet, Edmonton can export something entirely new in terms of information, entertainment, and artistry. These new exports from Edmonton can reach the world just as efficiently as those in LA, New York and Paris, so the question is what can be done to catapult Canadian culture and Canadian entertainment on to the world stage? Infrastructure designed for cooperation, collaboration, and innovation. Edmonton needs to be bigger and better, if they don't want to lose out on this new massive economic market.

Edmonton is Losing on Social media

The YEGuild sponsored a small study to poll 100 people around the world and asked them to simply Google two phrases and record the Google suggestion responses:

- “Edmonton is ”
- “Alberta is “

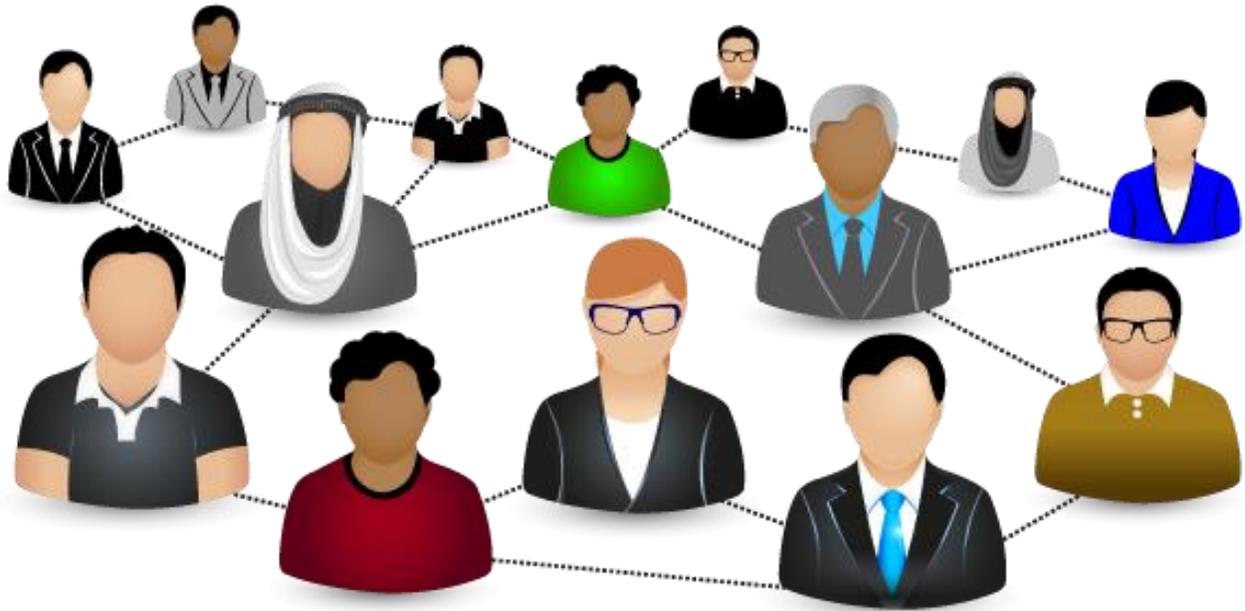
The top auto-complete for Edmonton removing location and time zone suggestions:

- Edmonton is boring
- Edmonton is depressing
- Edmonton is smokey

The top auto-complete for Alberta removing location and time zone suggestions:

- Alberta is doomed
- Alberta is screwed
- Alberta is burning

As you can see by these results, Edmonton and Alberta are not holding up well on the Internet as a whole. These negative responses affect all of Alberta by giving a poor impression to investors around the world. No amount of money given to marketing companies and social media gurus could replace hundreds if not thousands of young entrepreneurs and artisans using Edmonton as a base of operation. Building an open social media complex will allow the people of Alberta to show the world just how great Edmonton actually is.



As soon as I started making YouTube videos, I received so much positive feedback from the online community and a demand for more content. As time went on, my filming schedule became more consistent, and it made sense to hire some help and upgrade my equipment.

Rosanna Pansino – Youtube Star



Potential Users

Established Online Personalities

The primary objective of this new institution is to engage and entice current and established online personalities to at least visit the facility and potentially establish Edmonton as a base of operations. This new facility will be designed with all the equipment and support so that people who are established in the online community can collaborate, and train other artists in the community. As Edmonton becomes established as the place to be if you want to become successful in online entertainment, more and more established social media influencers will be attracted to the city.

New Students

Students will be able to enroll in courses from video and audio editing, to business management, and social media marketing. At the same time as students become new online artists and become established, they will collaborate with older artists and media experts to become the next line of online media influencers.

Aboriginal Nations

The history of First Nations people in Canada is an important feature in all Canadian culture. One of Canada's greatest assets are the aboriginal storytellers and the wisdom of the elders in the community.

Aboriginal communities will be given ample opportunity and training for both young and old to establish new opportunities for First Nations communities. Grants and bursaries

will be established for underprivileged youth who wish to learn how to make online content and build local business.

Alberta Energy Sector

The Alberta energy sector, despite many valiant attempts, still has great difficulty in the online community. Once established this facility will engage with online influencers and energy sector businesses to help Alberta's businesses show the world that Alberta is one of the most environmentally conscious areas of the world and that our ethical oil and environmental policies can have a positive impact across the world.

Film and Television Production

Alberta and Edmonton's endeavors to bring more film and television crews to Alberta we need to look for *value add*. A facility set up with the large studios, editing for both video and audio, and a large variety of equipment and manpower trained and ready to go would be a great influence on production crews looking to film in Alberta.

If film production crews had the ability to rent a facility that would allow them quick green screen productions, or open editing facilities where they could make quick changes in production without having to fly to New York, Toronto, or LA that could be a solid value add for Edmonton and Alberta.

Potential Sponsors and Income Streams

Even though this facility will be not-for-profit in the long term it must be self-sustaining. The YEGuild understands that the world is changing and that industries that are not sustainable will not survive. We understand that this facility will not survive unless it too has the ability to sustain itself financially. To that end, we have researched and listed the following income potentials.

Current Online Media Creators

As stated previously in this document, YouTube has already begun to create social media incubators and are currently looking to sponsor new locations. Other media creators including Netflix, Shaw, Telus, Twitch.tv, and several other are sponsoring many different types of content creation. The YEGuild once established, would be looking for sponsorship and potentially naming rights of the new building in order to receive first rights on any new talents we bring to the industry.

New Students

This new facility would include a training centre where unique skill sets could be learned. Students will help support the facility through tuition for courses and unique learning opportunities.

Alberta Industries

Alberta's industries and particularly the energy sector would be granted special consultation rights with social media influencers in order to better understand online social media trends and pitfalls. Companies who sponsor the new complex would be allowed to bring in management and social media marketers to consult with and learn from the best in the industry.

The Federal Government

Sponsorship would be found in the form of grants and educational subsidies for both First Nations and underprivileged children. This money would go to support educational training in the IT and film trades and helping First Nations people deliver their stories to a worldwide audience.

Tourism

Once established the facility would start producing new social media stars like Justin Bieber, Superwoman, Smosh, PewDiePie and others. These online stars are becoming more popular than mainstream celebrities. Tourists are starting to look for where these people got their start. As Edmonton produces future stars, future fans will flock to Edmonton looking for a piece of history and perhaps a chance to become a star themselves.

A blackboard with white text and a piece of chalk. The text is written in a cursive, handwritten style. The blackboard is oval-shaped and has a soft shadow underneath it.

Dear Past,
Thanks for all the lessons.
Dear Future,
I'm ready...

Be Part of the Your Entertainment Guild

In order to be a successful and thriving part of the Edmonton community, we at the YEGuild are always looking for collaborations with individuals and organizations wishing to achieve mutual goals.

If you have any ideas or just wish to be a member of our community, we want to hear your ideas.

If you want to get involved in creating the future of Edmonton, contact us and get ready for an adventure of a lifetime.

PLEASE CONTACT

Jim Bilodeau

Project Strategy Coordinator

callonjim@gmail.com

Phone: 780-918-4240

Email: *callonjim@gmail.com*

or

Cory Sellar

Executive Director

Email: *sellar.cory@gmail.com*

Twitter @iSellar

The Museum Project

<https://www.facebook.com/themuseumprojectyeg/>

<http://themuseumproject.ca/>

**IF THE NEW MUSEUM GETS
THE PAST.
WHY CAN'T THE OLD
MUSEUM HAVE
THE FUTURE?**

