

FILMONTARIO

FILM · TELEVISION · INTERACTIVE

What we accomplished in 2010

Marketing Partnerships: OMDC and City of Toronto

- FilmOntario continues to co-fund and co-manage marketing initiatives with the OMDC and the City of Toronto including our LA Marketing office.
- 2010 events included several Ontario Nights (hosting Ontario industry expats living and working in LA)
- As well, we participated in a successful “FamTour” which brought key LA execs/decision-makers to Toronto for tours of facilities, meetings and events with Ontario industry leaders.
- FilmOntario hosted a double box for a Blue Jays/NY ball game for LA clients and FilmOntario Members.
- 2011 plans include OMDC/City of Toronto/FilmOntario marketing trip to LA, with events over 2 days. Participants include unions, guilds, suppliers and other Members.

Provincial

- worked with the Finance Ministry to establish the first Finance roundtable for Ontario Creative Industries, as a result of our successful creative industries partnership proposal for a Creative Industries Investment Fund. Our CEO and several FilmOntario Board and Members participated, along with corporate leaders from Books, Magazines and Music.
- Led a multi-industry push for stable, ongoing funding for the OMDC , announced in Budget 2010.
- Initiated a task force of financial leaders and OMDC Director of Tax to address the challenges our content creators face now that the CRA is administering our industry tax credits; this work with the Ontario Ministry of Revenue and CRA is ongoing.
- Working with the newly created Mowat Centre for Policy Innovation to develop a research paper investigating the discrimination against Toronto and Ontario within various Federal screen-based policies.

- Worked with the Premier's office to help ensure Ontario's visit from Her Majesty Queen Elizabeth II included a special event luncheon and tour showcasing our screen-based industry, held at Pinewood Studios.
- Ongoing updates and discussions with various Ministers and MPP's from all sides of the House

Federal

- FilmOntario National Digital Media Strategy Discussion paper was referenced in industry events/panels, such as CFTPA's Prime Time and Canada 2.0; our work with various stakeholder associations and Federal Ministries resulted in "Content" inclusion as a key pillar in the Federal Strategy document.
- FilmOntario successfully challenged the CMF proposal to exclude Toronto from a funding initiative, engaging industry leaders and government from across Ontario and Canada to protect our opportunities.
- The new CEO of Telefilm Canada, Carolle Brabant, met with the FilmOntario board for an afternoon working session, where we addressed critical areas for Telefilm to actively address in order to expand their ability to generate international competitiveness and meaningfully increased market-share for Canada's screen-based content.
- Ongoing discussion with the Ministers of Industry and Heritage regarding Canada's screen-based industry competitiveness.

Municipal

- FilmOntario actively engaged with lead Mayoralty candidates, briefing them on our competitiveness priorities, including "Film Friendliness".
- We also organized a Mayoralty Candidate debate on the subject of Toronto's screen-based industries. Pinewood Studios volunteered to host this Members Only event, which was attended by more than 200 industry folks and a full compliment of press.
- FilmOntario participates on the Toronto Board of Trade, Economic Development Committee. In that capacity this year, we were part of the Access to Capital sub-committee, developing a B of T position paper, presented to the Minister of Research & Innovation in a working session, encouraging stronger incentives for venture capital investment in key industries, including digital media.

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