

FILMONTARIO

FILM · TELEVISION · INTERACTIVE

2011 Accomplishments

Your Marketing Partnerships with the Ontario Media Development Corporation 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.
- We participated in a successful Marketing Mission to LA in January 2011, hosting over 100 key industry execs for seminars on Ontario's competitive advantages, including panels of seasoned LA producers who work with Toronto's production, post production and vfx/animation companies on numerous projects.
- As part of this Marketing Mission, FilmOntario hosted a double box for a Toronto Maple Leafs/LA Kings hockey game for LA clients and FilmOntario Members.
- 2011 events included several Ontario Nights (hosting Ontario industry expats living and working in LA, as well as any Ontario industry folks in town for their own round of meetings.) Remember – our shared LA office is there to support you; if you need help in the LA area, please remember this great resource.
- Thanks in part to our work with the City and the Province on common marketing visuals/key brand phrases etc, both the City and the Province have won international business to business awards at this year's LA Locations event.
- 2012 marketing plans include co-hosting an OMDC/City of Toronto/FilmOntario marketing trip to LA in February, with one-on-one sessions, seminars and stakeholder showcase and networking opportunities.
- Learning from the incredible difficulties faced by Vancouver businesses due to the Olympics, we are already working with the City and the Province on PANAM games preparedness, to both mitigate the direct impacts on production, and our business effectiveness during this time. In addition we are developing a client education program, in order to protect our industry volumes.

Your Provincial Agenda

- During this election year, FilmOntario worked hard to ensure that MPPs from all sides of the House were aware of our industry economic and employment impact, and to ensure that our competitiveness was not eroded.
- As you know, several years ago, FilmOntario developed and pitched an **Intellectual Property Development Tax Credit proposal** to the Ministry of Finance, resulting in the 2010 pilot IP Development Fund. The success of the fund, and the information gathered in our comprehensive FilmOntario survey indicated that a Tax Credit model would eliminate the various difficulties faced by applicants. **The IP Development Tax Credit continues to be our #1 priority for building Ontario screen-based companies and improving our IP management both domestically and internationally.**
- Working with our colleagues at CIMA, Magazines Canada, Interactive Ontario and Ontario Book Publishers of Canada, we continue to push for the establishment of the **Creative Industries Investment Fund. We have secured a commitment for the first \$20 million from the private sector, and are hopeful that 2012 will see the Fund established.**
- Our industry faced a challenge from the OPP, who this year raised an objection to the use of foreign service bodyguards, despite meeting Federal visa requirements, which is the industry standard across Canada. **We worked closely with the Minister of Community Safety & Correctional Services, and the office of the Premier, to ensure that clarifying language regarding foreign service bodyguards did not include screen-based industries; hundreds of charges were dropped, and millions of dollars of production were saved.**
- In June of this year, **the CRA expressed their intention to retroactively change their audit process for domestic producers using the OPSTC. Within 2 weeks we successfully challenged and reversed this decision,** working closely with the Ministries of Finance, Revenue and the Office of the Premier, protecting Ontario's competitiveness – both within Canada and internationally.
- We continue to encourage the Ministries of Finance and Culture to conduct a risk assessment and **change the OMDC tax credit process to deliver a more competitive turn-around timeline.** Our current gap has become more than 6 times that of other key jurisdictions with similar volumes due to our less efficient approval process.
- We continue our task force work with the Ministry of Revenue to address the **ongoing challenges our content creators face now that the CRA is**

administering our industry tax credits. A recent success: **We are close to reversing the coupling of OCASE with production tax credits, and timelines are closer to the original agreement. We are also moving towards the return of the 85% upfront.**

- Worked with the newly created Mowat Centre for Policy Innovation, developing a **research paper investigating the discrimination against Toronto and Ontario within various Federal screen-based policies, such as CMF.** Release date is expected in early 2012.

Your Federal Agenda

- Developed a **Co-production submission** to the Federal government, with a balanced eye on attracting international opportunities for Ontario.
- Our Board sessions with the CEO of Telefilm have resulted in **improved outcomes for co-production activity in Ontario.**
- We have launched a SIRT/Waterloo/Sheridan/FilmOntario initiative for an **Ontario owned and managed digital pipeline and data storage management facility.** We have filed a joint application with FedDev and are currently approaching key investment firms to address the funding requirements.
- Once again, FilmOntario was called upon to **challenge the 2011 CMF proposal to exclude Toronto from a funding initiative,** engaging industry leaders and government from across Ontario and Canada to protect our opportunities. **FilmOntario and CMPA made a joint presentation recently in Toronto at a CMF English Regional Production Incentive session.**

Your Municipal Agenda

- We have continued our **close working relationship with the Councillors and the Mayor,** Toronto Film Commissioner and TFTO in navigating changes at City Hall
- FilmOntario made a **successful deputation to the Toronto Economic Development Committee** in their consideration of KPMG suggestions regarding TFTO, clarifying impact and employment data for the industry, providing competitive jurisdiction comparisons, and best practice markers. **The TFTO was protected.**
- We were successful in our push to have the **Toronto Film Board reconstituted by Mayor Rob Ford.** Several of our Members have been

selected to the Board, including Jonathan Ahee (NABET 700), David Carter (Canada Film Capital), Mimi Wolch (DGC – Ont), Louis Major (Technicolor), Gigi Morin (Duncan Morin LLB), Ken Dhaliwal (Heenan Blaikie) and John Barrett (PS Production Services), and our own Sarah Ker-Hornell. Congratulations to all!

- Our CEO, Sarah Ker-Hornell, was invited to make a **formal presentation to the Economic Development Committee, profiling our 2011 and 2012 volumes**, and speaking to our capacities and international competitiveness – thanks to the partnership of the Province, the City and FilmOntario stakeholders.
- FilmOntario continues to participate on **the Toronto Board of Trade, Economic Development Committee**, tackling issues such as access to capital for businesses keen to grow to the next level.
- We were invited to write a non-partisan blog entry for **the Toronto Board of Trade Vote 2011 campaign on the subject of Economic Development: Access to Capital**
- We are satisfied with our progress, but much work remains to be done. Please give some thought to your colleagues or other companies who benefit from our activities, who would make good candidates for Membership.

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