

FILMONTARIO

F I L M · T E L E V I S I O N · I N T E R A C T I V E

January 2010

Key Accomplishments since our inception in 2003 **Your Membership investment is working!**

Working with the Ontario Government:

Since our inception in 2003, FilmOntario has been working closely with the Government of Ontario to address key business drivers to keep Ontario's screen-based industry competitive. This partnership style has resulted in public policy and legislation that are placing Ontario at the forefront of the global digital media marketplace. By working together, public, private and labour stakeholders have accomplished:

- Design and implementation of the world's first Intellectual Property Development Fund for Ontario domestic screen-based industries
- Increases to Ontario's film and television tax credit rates for both domestic and service in 2005 and again in 2008.
- Expanding our service tax credit to an all-spend model, to keep business from leaving Ontario, and effectively doubling our international competitiveness.
- Legislation to make these tax credit enhancements permanent, creating predictability and stability for the industry
- Expanding and enhancing the Ontario Interactive Digital Media Tax Credit over several years, including 2009
- Enhancing the Ontario Computer Animation and Special Effects OCASE credit over several years, including 2009
- Establishment of funding programmes to strengthen future economic growth, such as Entertainment & Creative Partnerships Fund.
- Additional OMDC funding in 2007 and again in 2009
- Establishment of the OMDC's Screen-based Industry Advisory Committee to advise their CEO and Board

Establishing Ontario stakeholder partnerships:

In 2009, FilmOntario helped form a **Creative Industries** partnership, which includes Magazines Ontario, Interactive Ontario, CIMA (music), and Ontario Book Publishers, to determine our key competitiveness issue – Access to Capital - and present this to the Province. We seek a company-building capital investment fund for Ontario’s Creative Industries. Our work is showing some early signs of success, resulting in noteworthy conversations with Finance and Economic Development and Trade.

Working with the Canadian Government:

FilmOntario has been working with the Federal Government on key files for Ontario producers. They include:

- We were key players in the successful Ontario fight against Federal Bill C-10. We were invited by the Federal Government to speak with the Federal Senate Banking, Trade and Commerce Committee on behalf of the Ontario screen-based industry. Our presentation focused on the calamitous business climate that Bill C-10 would create.
- FilmOntario led the successful Ontario fight against the CRA changes to Producer fees calculations. We also engaged the OMD, Ontario Ministry of Finance and Ontario Ministry of Revenue to protect Ontario’s tax credit integrity and our Producers.

Establishing Canada-wide stakeholder partnerships:

- FilmOntario is a founding member of the Canadian Film & Television Industry Council (CFTIC), working towards a national, united position for industry development investment.
- FilmOntario works with the Ottawa office of the CFTPA to ensure that our voice supports their national initiatives, wherever possible.
- As well, we have developed a network of various provincial industry associations, and have worked together in addressing and refining the Heritage review of the Federal foreign locations service tax credits

Working with the City of Toronto

Working closely with Mayor David Miller and his team, we have helped them accomplish several key goals for the industry:

- Establishment of a Toronto Film Board, co-Chaired by the Mayor, to advise Council on any issues that impact our competitiveness as a production jurisdiction for domestic and service content creation, crossing all departments
- Establishment of a Toronto Film Commissioner position, with the seniority and access necessary to keep Toronto Competitive
- Development of an Economic Strategy for the screen-based sector in Toronto which informs Council and staff analysis on various issues, crossing various departments

Developing Multiple Government Partnerships:

FilmOntario has partnered with the Ontario Media Development Corporation and the City of Toronto to establish a marketing partnership for Canada's Centre of Excellence of English screen-based content creation. This has resulted in:

- Establishment, co-management and co-financing of a full-time permanent LA office for marketing our screen-based content creators and attract service work
- Development of a common marketing brand and graphics "You Belong Here" to promote Ontario's content creators, and our strengths as a service production jurisdiction
- Joint & /or complimentary submissions on various Federal files, including the Canadian Television Fund, Canadian Media Fund, and various CRTC files.

FilmOntario Studies and their Outcomes:

2004 E&Y Econometric analysis of Ontario 's domestic and service tax credits

Result: increase to both domestic and service tax credits in 2005 and again in 2008; enhancement to service tax credit in 2009

2004/2005 Position papers on the need for a City of Toronto Film Commissioner and an industry advisory Board to Council in order to become more competitive in both domestic and international markets

Result: Establishment of the Toronto Film Board co-Chaired by the Mayor, and permanent establishment of a Film Commissioner, with full access to all departments at all levels

2005 Analysis of the 'runaway production' claim by U.S. industry groups

Result: Coverage in a Hollywood magazine cover story on the subject, (Emmy Magazine – Special: The Global Challenge) concluding that Canada was not harvesting more than its fair share of the market; boycott efforts were squelched

2006 PwC Economic Study of Ontario's screen-based industries

Result: The first of its kind in Ontario, the recommendations informed all three political party platforms in the 2007 Provincial election; the re-elected Liberal party implemented further substantial investments in the screen-based industry in their first, and subsequent budgets; the foundation for the Intellectual Property Development Fund was established and launched in 2009; the first OMDC screen-based industry advisory council was created.

2009 National Digital Media Strategy discussion paper, arguing that Content is critical to success

Result: thus far have captured interest from stakeholders across the country, and senior officials in the Province; will be part of the CFTPA Prime Time discussion on the same theme, Feb 2010.

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