
SEOPAF Letter of Support

October 10th, 2021

ATTN: Honourable Vic Fedeli, Minister of Economic Development, Job Creation and Trade
Honourable Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture Industry

RE: Launch of South Eastern Ontario Production Accelerator Fund (SEOPAF)
via government implementation

Dear Ministers Fedeli and MacLeod,

My name is Alex Portman and my husband and I operate The Eddie Hotel & Farm in Prince Edward County. Our on-site farming operation relies heavily on revenue generated from external sources such as weddings, theatre, concerts and TV/film/content production. In April 2021 the new single *Ouch* by The Tragically Hip was filmed at The Eddie. We support the establishment of the South Eastern Ontario Production Accelerator Fund (SEOPAF) that not only amplifies existing successes in the content creation industry in Ontario but will also build a sustainable film and television industry in the region.

The activation of SEOPAF will build a sustainable production cluster in South Eastern Ontario. The region has all of the resources necessary to be the next centre of excellence in our province.

Over the last decade this region has lagged behind the rest of Ontario in economic growth. SEOPAF will accelerate sector capacity and job growth. The proof of the regional impact of a stackable screen-based fund can be seen in the North, where an identical incentive was set up two decades ago and they now enjoy a \$100M+ year-over-year industry.

I am in full support of SEOPAF, which will not only open up new opportunities for domestic production companies in the region, but also ensure Ontario production continues to thrive with the goal of achieving Premier Ford's target of Ontario's screen-based industries generating \$5B annually by 2025.

As owner of The Eddie PEC I am in full support of SEOPAF. Please contact the SEOPAF working committee through their website for further detail and to expand opportunities to further ensure this bold initiative's success.

Respectfully,



Alex Portman – The Eddie Hotel & Farm

