



Monday, August 30, 2021

Honourable Lisa MacLeod
Ministry of Heritage, Sport, Tourism and Culture Industries
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Honourable Vic Fedeli
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RE: **SEOPAF Letter of Support**
Launch of South Eastern Ontario Production Accelerator Fund (SEOPAF) via government implementation

Dear Ministers MacLeod and Fedeli:

The Producers Roundtable of Ontario (PRO) is an organization founded in 2004, with a current membership of 50 active independent feature film producers, who focus on developing, producing and marketing films to the Canadian and global marketplace. PRO supports the establishment of the Southeastern 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.

PRO members are creators who own the Intellectual Property (IP) of their films and take significant financial and creative risks in the creation, production and exploitation of their works. In the past two decades, since the inception of the NOHFC, many PRO member companies have successfully produced films in Northern Ontario, thereby fostering new talent and expanding the industry sector in that region. As an example, in the last decade, one member company has produced five films in Sault Ste Marie with another two in the works. These films are all domestic productions, not service productions.



The activation of SEOPAF will build a sustainable production cluster in Southeastern 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.

PRO is 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.

PRO members are resident across the province. Please contact the SEOPAF working committee through their website for further detail and to expand opportunities to further ensure this bold initiative's success.

Sincerely,

Byron A. Martin
PRO Hub
The Producers Roundtable of Ontario (PRO)

The Producer's Roundtable of Ontario (PRO) was formed in 2004 and is a caucus and coalition of Ontario-based producers of domestic Canadian feature films (fiction and non-fiction) in which they own copyright. We represent the interests of about 50 owner-operated production companies in Toronto. www.pro-ontario.com
Current "Hub" Producer Byron A. Martin at byron@byronmartin.com