



October 5, 2021

To the Attention of:

Honourable Doug Ford, Premier of Ontario

Honourable Vic Fedeli, Minister of Economic Development, Job Creation and Trade

Honourable Peter Bethlenfalvy, Minister of Finance



**RE: Launch of South Eastern Ontario Production Accelerator Fund (SEOPAF)  
via implementation of a NEW film stream fund within the EODF**

Dear Premier Ford, Minister Fedeli and Minister Bethlenfalvy,

We are writing to you to express our support for the South Eastern Ontario Production Accelerator Fund (SEOPAF). The Film Farm is an Ontario-based film and television production company we cofounded in 2001. Our films have represented Canada (and Ontario specifically) at The Oscars and Golden Globe Awards (*Away From Her*), the Cannes Film Festival (*Adoration, Chloe and The Captive*), Venice Film Festival (*Redacted, Guest of Honour*), Toronto International Film Festival, and have won numerous awards around the globe. Perhaps more importantly, in the context of this letter, we have raised over \$95,000,000 in film financing since the inception of The Film Farm, the majority of which has been spent in Ontario on labour, related services (equipment, materials, post-production) and unrelated services (hotels, restaurants, retail stores). By all accounts, The Film Farm is considered a successful company in our industry. We have created many hundreds of jobs and injected millions into the local economies of the locations where we shoot. However, we, like many of our industry colleagues in Ontario, face some major issues that include shortages of trained crew, shortfalls in funding, and being either priced out of major filming locations (Toronto, Hamilton) or faced with supply and infrastructure shortages in some other, smaller filming centres (Sudbury, Sault Ste. Marie). The SEOPAF initiative would be a visionary step in helping to alleviate some of these issues by providing incentives to spread our productions into Eastern Ontario. By doing so, we would be able to hire and train local crew increasing available jobs throughout the region, we would be able to base our productions in Eastern Ontario thereby injecting significant investment in local economies. We have some roots in Eastern Ontario and know first-hand the potential of the area covered under SEOPAF and can say with certainty that this initiative will benefit many communities and create jobs across the region. It is with all of this in mind that we strongly support the establishment of the South Eastern Ontario Production Accelerator Fund (SEOPAF). The SE Ontario region has all of the resources necessary to be the NEXT centre of excellence and is primed for this initiative.

Your government's implementation of SEOPAF will accelerate regional sector capacity and job growth and bring new revenue. It's a bold initiative which is focused on regional growth where it is most needed, as you will be aware from government studies already done. Furthermore, in creating a new film stream fund within an existing regional fund like the EODF, your government will build on an existing success model. The proof is the positive regional impact of a screen-based fund in the North, where a stackable incentive was specially set up as a film stream fund within NOHFC nearly two decades ago. That Northern film stream has created a sustainable \$100M+ year-over-year industry with an impressive 5:1 ROI. We know first-hand how successful the film stream within the NOHFC has been at attracting productions. We have shot several films in the Sudbury and Sault Ste Marie area and have spent many millions of dollars in the regions covered by NOHFC.

The SEOPAF is an initiative that presents a clear plan for much needed economic growth in this region. The SEOPAF will amplify opportunities, build capacity regionally and create job diversity and training for local workers and provide learning opportunities for students and recent graduates in the region, while also generating year-round revenue for hard hit sectors. The SEOPAF effectively knits together many individual municipal and/or riding requests from across this region - over many years. Please give the SEOPAF - a bold initiative for regional economic recovery - your full consideration for implementation in the upcoming Budget decisions.

We are available to discuss our support for SEOPAF should you wish to do so.

Sincerely,



Simone Urdl and Jennifer Weiss  
The Film Farm  
Toronto and Northumberland County

Premiere Doug Ford: [Doug.fordco@pc.ola.ca](mailto:Doug.fordco@pc.ola.ca), [premier@ontario.ca](mailto:premier@ontario.ca)  
CC: [Leif.malling2@ontario.ca](mailto:Leif.malling2@ontario.ca), [Amin.massoudi@ontario.ca](mailto:Amin.massoudi@ontario.ca), [Monica.DaRe@ontario.ca](mailto:Monica.DaRe@ontario.ca)

**Minister Vic Fedeli** – [MEDJCT.Minister@ontario.ca](mailto:MEDJCT.Minister@ontario.ca) , [vic.fedeli@pc.ola.org](mailto:vic.fedeli@pc.ola.org)  
CC: [Donna.skelly@pc.ola.ca](mailto:Donna.skelly@pc.ola.ca), [giles.gherson@ontario.ca](mailto:giles.gherson@ontario.ca), [Greg.Gordon@Ontario.ca](mailto:Greg.Gordon@Ontario.ca),  
[Justyna.Zegarmistrz@Ontario.ca](mailto:Justyna.Zegarmistrz@Ontario.ca), [Nina.tangri@pc.ola.org](mailto:Nina.tangri@pc.ola.org)

**Minister Bethlenfalvy**: [Minister.Fin@Ontario.ca](mailto:Minister.Fin@Ontario.ca), [peter.bethlenfalvyco@pc.ola.org](mailto:peter.bethlenfalvyco@pc.ola.org)  
CC: [Will.bouma@pc.ola.org](mailto:Will.bouma@pc.ola.org), [Brian.Lewis@ontario.ca](mailto:Brian.Lewis@ontario.ca); [greg.orencsak@ontario.ca](mailto:greg.orencsak@ontario.ca),  
[richard.Clark@ontario.ca](mailto:richard.Clark@ontario.ca), [Kris.Barnier@ontario.ca](mailto:Kris.Barnier@ontario.ca)