



March 4, 2021

The Honourable Lisa MacLeod
Minister of Heritage, Sport, Tourism and Culture Industries
&
The Honourable Vic Fedeli
Minister of Economic Development, Job Creation & Trade

Via email

Dear Ministers MacLeod and Fedeli,

I am pleased to forward you this letter of support for the creation and enactment of a South Eastern Ontario Production Accelerator Fund (SEOPAF).

William F. White International is Canada's largest provider of equipment to the Canadian film and television production industry. We have six operations located in Vancouver, Calgary, Winnipeg, Sudbury, Toronto and Halifax. We also maintain a studio inventory (Vancouver, Calgary and Mississauga) of more than 1 million square feet.

The retooling of Northern Ontario Heritage Fund Corporation funding and subsequent creation of a film and television production stream instantaneously led to a significant uptick in production volumes in the north and provided us business case validation we sought in opening our Sudbury operation in 2014.

The growth of the film and television sector has also served to stimulate further growth for existing sectors like hospitality & tourism and small business. Testament in a bottle for the value of targeted regional economic development funding.

We feel this same opportunity exists in Southeastern Ontario. Our industry is labour intensive and can provide not only transactional employment but career opportunities that can build lives and help to rejuvenate communities across the region. The SEOPAF will immediately stimulate growth in a part of the province that has experienced generational economic downturn with the loss of the largescale manufacturing and textile industries. The massive global thirst for content has created an opportunity for favoured filming jurisdictions like Ontario to capitalize on record volumes through expansion. The SEOPAF could be that vehicle to help us realize a \$5 billion production sector.

Thank you for your consideration.

Sincerely,

David Hardy
Vice President, Sustainability & Stakeholder Affairs