

Date: August 13, 2019 at 11:33:07 AM PDT

To: Councillor Maureen Cassidy <mcassidy@london.ca>, Councillor Shawn Lewis <slewis@london.ca>, Councillor Mo Salih <msalih@london.ca>, "Councillor Elizabeth Pelosa" <epeloza@london.ca>, Councillor Steve Hillier <shillier@london.ca>, Mayor Ed Holder <mayor@london.ca>, <cpsc@london.ca>

Subject: London's Film and Multi-Media Industry Update

9th Meeting of the Community and Protective Services Committee
August 13, 2019 at 4:00 PM COUNCIL CHAMBERS

Councillors: M. Cassidy, Chair, S. Lewis, M. Salih, E. Pelosa, S. Hillier and Mayor Hold

It was with great interest and excitement that I read the report coming before you today "London's Film and Multi-Media Industry Update". While the report is pretty thorough, the timeline seems too long to me and, in my opinion, there should be several actionable items coming out of that report today to present to Council.

As a sponsor of the Forest City Film Festival for the second year, I think London is more than ready to encourage some aspects of the film industry to locate here in London. I have three items that I think should be actionable right away.

- 1) The Film Festival is growing each year and showcasing the vast talent linked to London and Southwestern Ontario. The City, perhaps via Tourism London, should be a major sponsor of this yearly premiere event.
- 2) London, through Economic Development, should hire a Film Coordinator/Commissioner to coordinate all of the many activities involved in bringing filmmakers to London.
- 3) We need an inventory/catalogue of locations, talent, skilled trades and resources etc. as the major tool for the new Film Coordinator/Commissioner

to use to pitch London as a desirable place to come to work. We have so many obvious assets but cannot properly market them at the moment.

Since leaving Council, as a parent, I have been involved in the TV/Film industry in Los Angeles with my son, Connor. We have been to many "locations"

and London could be very competitive with a few changes and a relatively minor investment. Other small and medium Canadian cities are benefitting from their

foresight to get involved the Film Industry in a proactive way. Now, it's time for London to do the same.

Thanks for your time.

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