

London City Council  
300 Dufferin Ave  
London, ON  
N6B 1Z2

August 15, 2020

For the public agenda regarding a film commissioner:

Dear Mayor and Council Members,

I was born and raised in London, Ontario. I am a producer and screenwriting coach who continues to use London as my base of operations. I have produced an award-winning documentary with my filmmaking partner Rob McCallum and we are currently in production on a new feature-length doc on the history and cultural impact of the Mr Dressup show which has been shooting all across Canada with the full support of the Ernie Coombs estate.

I strongly support the proposal being presented to council and would like to help clarify the strategy being recommended.

In hiring a film commissioner, we are essentially purchasing this person's contacts and credibility within the industry. We specifically need someone with a track record and substantial experience in Film and TV who has an intimate knowledge of both London and of the industry at large to be able to connect the two interests successfully. Such a person will be able to draw attention to our great city and its many locations and resources and get the word out that London is not only open for film and TV business, but is one of the most viable options available.

I personally believe that such a person would be more than worth the \$100,000 suggested for a salary. In fact, there are many of us in this city extremely committed to making this initiative a success so that we can all enjoy the benefits of establishing London as a new and attractive shooting centre.

It is also worth pointing out that, even before COVID hit, Canadian studios across the country had been operating at or very near capacity for a long time. The unique combination of having the film/TV production flood gates reopen coupled with Canada's well-earned reputation as a region that is much safer and under control than anywhere else in NA, means that our country will definitely be the go-to destination for even more production. Now is the perfect time to establish a film office here in London and finally grab a piece of the pie. It would be a shame to see such an obvious economic development opportunity land elsewhere because London failed to act.

Sincerely,

Jordan Morris  
Sighthound Studio