

MATCHBOX PICTURES

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,

The idea of building a film industry in London goes back almost 20 years, when a substantial number of industry professionals, including myself, first began engaging the city to establish some kind of official presence for the sector. Multiple attempts came to naught, so it is almost surprising to see this council on the verge of making it happen, which I wholeheartedly hope you will.

I am pleased to see that you have adequately resourced the project since the industry grows by word of mouth and our first impressions will be important. Making it hassle free for production companies is the news that will spread quickly and keep them coming back. Gradual growth should be expected so your long-term commitment is important.

Big blockbuster films are not necessary for London to have an abundant film economy. I recently did a one-day shoot with four days prep for a single commercial. It had an estimated one-million-dollar budget and approximately 20-25% of that amount remained in the London area with local crew and the supporting businesses/services, including food services, rentals, hotel accommodations, office space and retailers. There are some big obstacles with shooting commercials in large cities like Toronto so London could easily carve out a niche for itself with commercials and keep the local industry working regularly while it continually expands.

I have also shot at least one feature-length film with a modest budget here every couple years since 2010 and have just finished shooting my fourth in the city this past June. I am able to do this because I know the area and the production community. Production companies from outside will absolutely need a liaison like the film commissioner who can help them make the right connections or we will continue to lose production opportunities to other cities and regions which has happened for many, many years. We can't expect to grow otherwise.

London has a lot of talent, and has lost a lot of talent to other cities because of the lack of support and opportunities, including some dear friends of mine. This shouldn't continue. We have always believed that there is an excellent opportunity for London to become a production destination for film and television and there should be no question that this is the right first step to making this a reality.

Please support this investment.

Sincerely



Greg A. Sager

IMDB: <https://www.imdb.com/name/nm3419080/>