



Office of the Lord Mayor
Town of Niagara-on-the-Lake
1593 Four Mile Creek Road, P.O. Box 100, Virgil, ON L0S 1T0
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BY MAIL AND EMAIL: george.spezza@niagararegion.ca

George Spezza
Director of Economic Development
Niagara Region
1815 Sir Isaac Brock Way
Thorold, ON L2V 4T7

Dear George,

Re: Niagara Film Office Proposal

I am writing to you in support of a proposal by Peter Donato and Nigel Napier-Andrews to the Niagara Region Planning and Economic Development Committee on July 12, 2023, regarding a proposed Niagara Film Office.

A recent analysis report by Deloitte LLP revealed that six new emerging sectors, including film, were identified through private-sector activity. In 2022, according to Ontario Creates, Ontario's film and TV sectors contributed more than \$3.15 billion to the province's economy, creating 45,891 high-volume, full-time, and part-time jobs.

Since the province implemented the tax credit fifteen (15) years ago, Ontario has become a film and TV production hub in Canada and globally. Niagara-on-the-Lake and the Niagara Region have various locations that production companies favour, including unique areas of natural resources, extensive institutional and industrial properties, heritage assets, wide-ranging rural lands, and diverse urban centres.

Exploring this opportunity and providing commitment and cooperation to a local film office will allow us to build on our current success in the industry and has the potential to attract not only filmmakers and broadcasters, but complementary investments, such as studio spaces, production and technology companies.

Recently, Niagara-on-the-Lake served as a filming location for an episode of Canada's Amazing Race, bringing our community together for viewing and highlighting our stunning backdrops. As our reputation in the film industry expands, establishing local contacts for film companies becomes crucial. This ensures continued growth of our positive reputation in Niagara-on-the-Lake and the broader Niagara Region within the film industry.



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I wholeheartedly endorse the Niagara Region's backing of the establishment of a Niagara Film Office. I encourage other municipal leaders to join in supporting this initiative, and I hope the Region can provide assistance in funding staffing for the Niagara Film Office. Thank you for your time and consideration of this important matter. Please do not hesitate to contact me if you have any questions.

Sincerely,

Lord Mayor Gary Zalepa
Town of Niagara-on-the-Lake

CC: Chair Jim Bradley
Mayor Wayne Redekop
Mayor Jeff Jordan
Mayor Sandra Easton
Mayor Marvin Junkin
Mayor Bill Steele
Mayor Matt Siscoe
Mayor Terry Ugulini
Mayor Brian Grant
Mayor Frank Champion
Mayor Cheryl Ganann
Mayor Jim Diodati
Councillor Andrea Kaiser