

# Update for Film Board on EDC Planning Processes

Presented to the Film, Television and Digital Media  
Advisory Board

May 16, 2024

# ➤ Agenda

- Overview of Upcoming Strategies
- Engagement Plan Recap
- Summary of Key Takeaways
- Next steps

# ➤ **Film's Critical Importance to Toronto's Cultural Sector and Economy**

- In 2022 the film industry accounted for a \$2.6 billion direct spend in Toronto.
- 35,000 people are employed in the industry in Toronto, including 15,000 crew.
- 2.5 million square feet of studio space, with growing strengths in post-production and VFX.
- MovieMaker's 2024 Best City to Live and Work in Film.
- Anticipated 60% expansion in studio space, creating up to 12,000 new jobs (6,370 FTEs) – Nordicity, March 2021.

# ➤ XOTO Spotlight on Toronto



Film strategy, adopted by Council in 2017, updated in 2021, to be updated again in 2025.

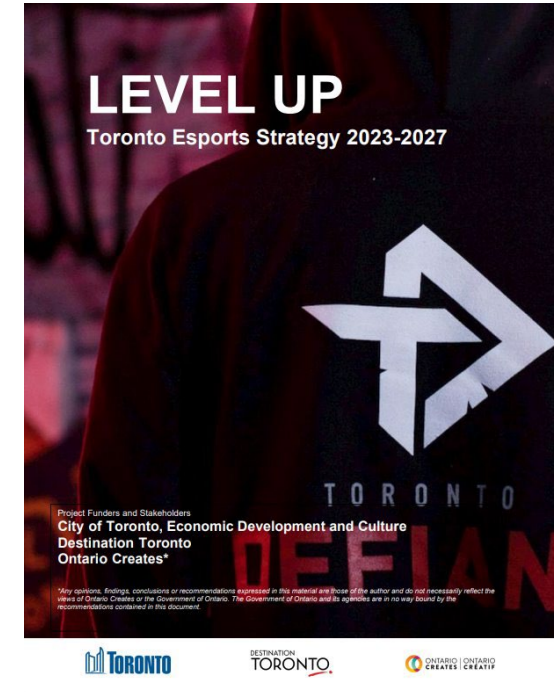
Five key points drive the strategy:

1. Active Advocacy
2. Strong Fundamentals in Physical Infrastructure and Workforce Development
3. Exceptional Customer Service Enhancements
4. Globally-recognized, innovation digital media sector
5. Dynamic Branding and Strong International and Business Partnerships

# ➤ XOTO Spotlight on Toronto

- The strategy informs the Film Office's work, such as:
  - **xoTO Schools** – co-op and career talk program with TDSB.
  - **xoTO Industry Pathways** – film training with community organizations and unions to create job opportunities for equity-deserving groups.
  - **xoTO Giveback program** – ensure areas hosting film production stay film-friendly.
  - **Advocacy** to protect employment lands, anchor creative industries as a pillar.
  - **Marketing the city for film** – Mayor's Mission to LA and xoTO House at TIFF.
  - The most responsive and timely **film permitting service** in North America.
  - Greening the industry through efforts such as \$10M for power drops.

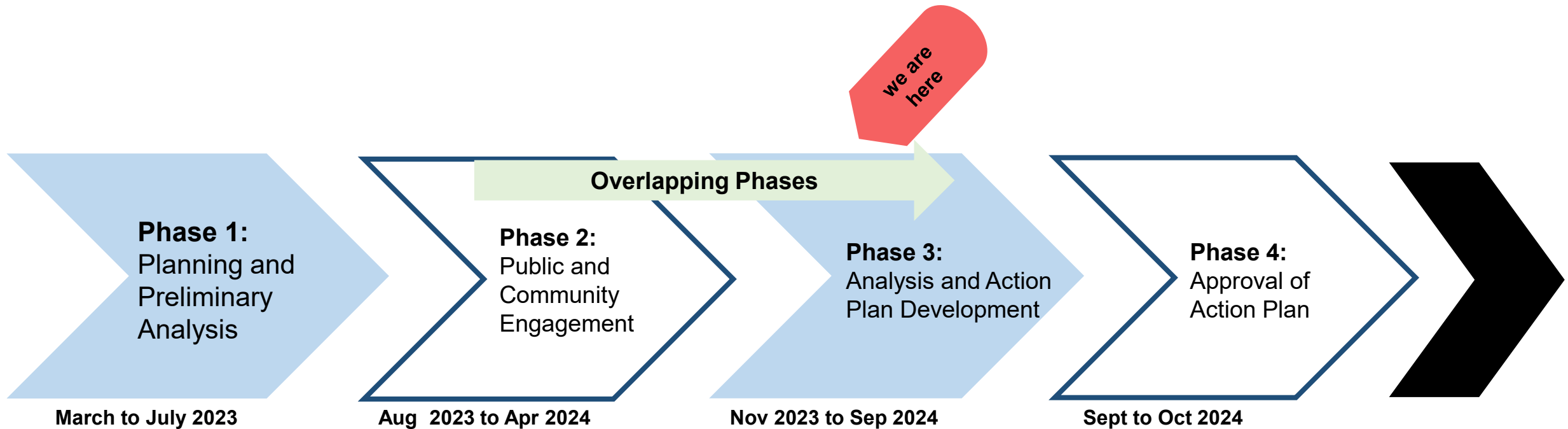
# ➤ Other Sector Specific Strategies



# ➤ Economic Development and Culture – Upcoming Strategies



# ➤ Project Timelines for the Strategies





# ➤ Engagement Plan Recap

- Over 4,000 individuals across multiple sectors and demographics have been engaged on the Action Plans for Toronto's Economy and Culture Sector.
- Engagement activities across both Actions Plans included:
  - External advisory panels including creative industries, film and digital media sectors
  - Public surveys
  - Virtual Town Halls
    - Including one specifically with creative industries, held on April 24
  - Artist-led engagement sessions
  - Sector interviews and community conversations
    - Including specific sessions with creative industries and tourism sector
- Led by Deloitte, Canadian Urban Institute, U of T School of Cities and Monumental Projects.

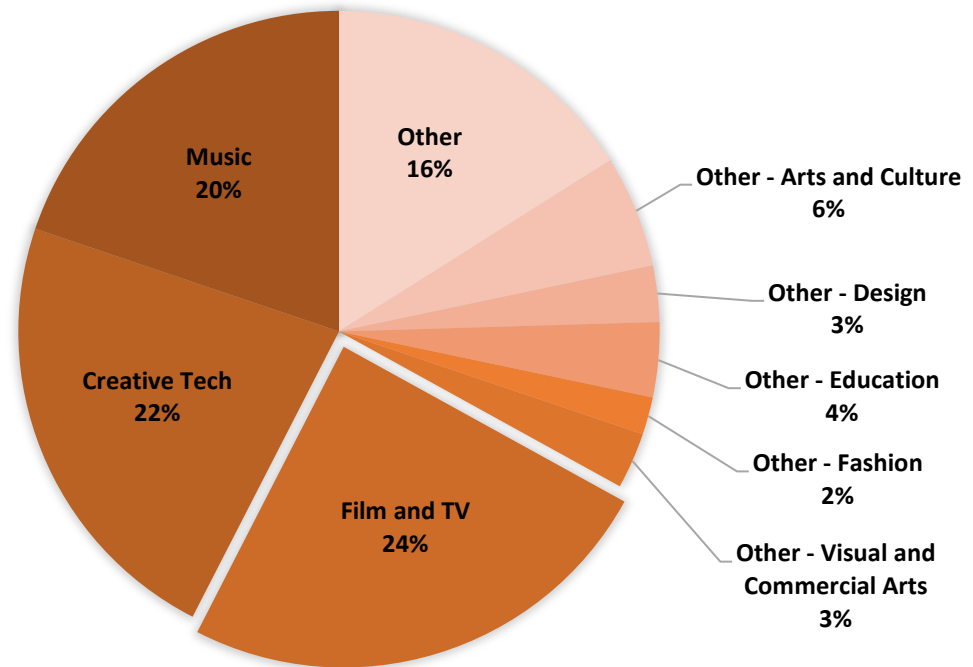
# ➤ Creative Industries Consultation

On April 24, EDC held a creative industries townhall, with over 100 participants.

Focus was commercial and industrial production sectors based in creativity, skill, and talent, that create and leverage IP to derive revenue and create jobs.

Representation across film, music and creative tech.

SECTORS ENGAGED



# ➤ Upcoming Engagement

- Public town hall EDC culture staff on June 20, 2024 at Phoenix Concert Hall for the Action Plan for Toronto's Culture Sector.
- Roundtable in Etobicoke in partnership with Humber College on the Action Plan for Toronto's Economy (date TBD).
- Roundtable in North York in partnership with Seneca College on the Action Plan for Toronto's Economy (date TBD).

# ➤ What We Heard

- **Pressure on domestic cultural producers:** feedback about how it is becoming increasingly difficult for local and independent production to take place in the city due to rising production costs and limited support available for domestic producers.
- **Competing priorities:** feedback about how competing priorities in the city are making it difficult for cultural workers (i.e. film production relies heavily on employment lands and surface parking lots/parking spaces, large trucks, cars, generators etc. and it is becoming harder to film in Toronto when these spaces are being redeveloped).
- **Broader, city-wide challenges** like cost of living, affordability and transit, which makes it more challenging to attract and retain workforce.
- **Job opportunities and security** and difficulty working in gig-economy jobs in creative industries.
- **Career pathways, growth and talent "drain":** loss of talent; training and re-training opportunities in creative industries.

# ➤ What We Heard

- **Continue investing in Toronto's** diverse workforce, industries and partner organizations, which attracts creative industries to locate here
- **Support local and domestic production** (i.e. reduction in costs, access to space)
- **Expand international economic opportunities** such as trade missions for growing creative industries
- **Continue to provide pathways into the industry/sector** (i.e. support education and training opportunities)
- **Embed sector needs within city infrastructure** (i.e. load/unload zones, drop sites etc)
- **Explore the use of underused spaces**, including greater community use of spaces within post-secondary institutions
- **Recognize the value of arts and culture as a key economic driver:** more robust cultural data collection and information sharing about the value of arts, culture and creative industries

# ➤ Please reach out

Should you have any further feedback or comments to share please reach out:

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