

FILMONTARIO

F I L M · T E L E V I S I O N · I N T E R A C T I V E

18 February 2026

Toronto City Council
Toronto and East York Community Council
c/o Catherine Regan
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Re: Toronto and East York Community Council – Meeting 29
Agenda Item TE29.14

Dear Chair Moise and Members of the Committee:

Please accept the following comments related to the above-noted agenda item, regarding an application to convert the zoning for properties on Unwin Ave from Employment Lands.

As you may know, FilmOntario is an industry consortium representing both unions and private companies in the province's film and television industry, the majority of whom live, work and own businesses in the City of Toronto. Together, our members represent \$2.6 billion of direct spending in the province, supporting over 45,000 jobs. The bulk of this important economic activity takes place in and around the City.

While we do not have specific comments regarding this application and its related appeal, we would like to express our support for the importance of protecting Employment Lands in the City of Toronto more generally. It is these areas that provide the space that our industry needs to thrive.

Employment Lands are particularly well-suited for the demands of our sector. They provide opportunities for the clustering of film businesses that make production more efficient, and make space for the noise, odd working hours and other attributes of the industry that don't always mix well with residential neighbourhoods. And most importantly, they provide job opportunities for the thousands of film and television workers who live in this city, allowing them to continue to work where they live.

Maintaining Toronto's reputation as a stable jurisdiction for film and television production is a crucial piece in ensuring we remain competitive in an industry that is truly global. We know from our own research on tax incentives, that when local support mechanisms are eliminated or reduced, production activity falls dramatically, taking the jobs and the economic activity it generates with it.

The same principle applies to certainty in land use – if studio owners lose the benefits of being located on Employment Lands, they will be less likely to continue to invest in Toronto and in Ontario. Whether the threats to the business come from unhappy new neighbours, or increased competition from more profitable land uses, it is easy to see how investors would be likely to

turn to jurisdictions with more investment-friendly policies. And we also know that once Employment Lands are converted to other uses, they are lost forever, making it harder for the industry to find spaces to grow and to thrive. Taking action now to protect those spaces will contribute to the stability need to support the industry and its continued economic impact.

As a provincial organization, we are thrilled to see the growth of film and television production across the province, but the City of Toronto is truly the centre of our production universe. Toronto is where we have the biggest workforce, the biggest cluster of production companies and companies that support the industry, and the biggest opportunities to diversify and expand the industry in the best possible ways.

The City has made fantastic investments in training current and new Toronto residents to either enter the industry for the first time, or to move up in the industry. In considering the Appeal Report before you, and considering what the City might do to protect Employment Lands, we hope that you will keep the importance of these spaces for the future of the local film and television industry in mind.

If you have any questions about our position, please do not hesitate to be in touch.

Sincerely,

Cynthia Lynch
Managing Director and Counsel, FilmOntario

cc: Councillor Paula Fletcher
Chair, City of Toronto Film, Television and Digital Media Advisory Board

Jayson Mosek
Vice-Chair, City of Toronto Film, Television and Digital Media Advisory Board

Bobby Donches
A/Film Commissioner & Director of Entertainment Industries, City of Toronto