

Ministry of Tourism,  
Culture and Sport

Minister

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Mr. Mark Sakamoto  
Chair  
Ontario Media Development Corporation  
175 Bloor Street East, Suite 501  
Toronto, ON M4W 3R8

Dear Mr. Sakamoto:

Thank you for your ongoing leadership as Chair of the Ontario Media Development Corporation (OMDC).

Ontario's board-governed agencies are vital partners in ensuring the delivery of high quality services to Ontarians. The people of Ontario depend on you to provide leadership to your agency's board, management and staff. Together with your fellow board members, you establish the goals, objectives, and strategic direction for the agency consistent with your agency mandate, government policies, and my directions where appropriate.

I appreciate the work undertaken by your board and staff in developing OMDC's 2016-17 Business Plan. I look forward to hearing about the results of your plan.

As you begin to undertake your 2017-18 business planning, and pursuant to the requirements of the *Agencies and Appointments Directive*, this letter sets out my expectations for OMDC for its 2017-18 fiscal year.

As you know, in Regulation 672/00 of the *Development Corporations Act*, your agency is mandated to stimulate employment and investment in Ontario by contributing to the continued expansion of a business environment in Ontario that is advantageous to the growth of the cultural media industry and to the growth of new employment, investment and production opportunities in Ontario. This includes assisting in the promotion and marketing of Ontario's cultural media industry as a world-class leader and administering the provincial tax credit programs and such other programs and initiatives as may be required by legislation or a Minister of the government of Ontario.

OMDC is also mandated to facilitate and support innovation, invention and excellence in Ontario's cultural media industry by stimulating creative production, format innovation and new models of collaboration among sectors of the cultural media industry. In order to stimulate synergies in product development and the creation of products with original Canadian content, OMDC will foster and facilitate co-operation among entities within the

cultural media industry and between the public and private sectors. Concurrently, supporting arts and culture in Ontario to bring us together and make our communities and economy stronger is one of the priorities in the Premier's mandate letter to me which OMDC helps to accomplish through delivery of its mandate. Also in support of this, OMDC will focus on promoting Ontario's entertainment and creative industries; driving innovation and growth through strategic investments, partnerships and programs; and continue to work with industry stakeholders to create a competitive and productive sector to showcase Ontario's talent and expertise.

To ensure services are provided in accordance with your mandate and government priorities, I expect that OMDC will align its planning with ministry priorities set out in my mandate letter and establish strategies to support those priorities. This entails ensuring that OMDC's new five-year strategic plan being developed for release in 2017-18 aligns with and supports the government's priorities and the ministry's Culture Strategy, and supporting government initiatives that strengthen our relationships with Indigenous communities and work toward reconciliation

To achieve and maintain the highest levels of accountability, OMDC will work with the ministry to review and enhance governance, fiscal management and sustainability, and accountability processes to reflect best practices and ensure compliance with Treasury Board/Management Board of Cabinet direction. The OMDC will also maintain an effective system of internal controls and compliance with applicable requirements to promote transparency and accountability and will be required to manage any operational, strategic and financial risks to help ensure business objectives are met.

I appreciate the hard work being undertaken by the OMDC's Board and staff and wish you continued success.

All my best,



Eleanor McMahon  
Minister

- c: Maureen Adamson, Deputy Minister  
Kevin Finnerty, Assistant Deputy Minister, Culture Division  
Karen Thorne-Stone, President and Chief Executive Officer, Ontario Media Development Corporation