



Ontario Creates

Annual Report 2021 | 2022

Ontario Creates is an agency of the provincial government that acts as a catalyst for economic development, investment, and collaboration in Ontario's creative industries, including the film, television, interactive digital media, music, book, and magazine sectors, both domestically and internationally. Through targeted programs and services, support for innovation, and by leveraging public and private partnerships, we build the creative industries' capacity and competitiveness to deliver award-winning content for audiences worldwide.

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By the Numbers

• \$7.9 BILLION +

Contributed to Ontario's GDP from Ontario Creates-supported creative industries*

• 60,000 JOBS

Generated by Ontario Creates-supported creative industries*

• \$989,619

Dollars committed to COVID-19 health and safety measures

• \$16.30

In leverage value - additional production/product spending for each tax credit dollar invested

• 460,500 SQUARE FEET

New studio space facilitated by Ontario Creates for film production

• 117 INTERNATIONAL MARKETS

Attended by companies supported by Ontario Creates

* Source: Ontario Creates Analysis from Statistics Canada [2020 *Culture Satellite Account* data]

As a government agency, Ontario Creates is committed to managing our resources responsibly and effectively, so we welcome your comments.

Please send your feedback on this report to reception@ontariocreates.ca or call 416.314.6858.

Strategic Plan

Early in the fiscal year 2017-18, Ontario Creates released a new strategic plan outlining our framework for 2017-18 through 2021-22.

Our vision is of an Ontario where our creative industries are globally leading and competitive, celebrate Ontario's cultural vitality, and drive economic growth and development for the province. Ontario Creates will contribute to this vision by being a catalyst for economic development in Ontario's creative industries and through investment, promotion and facilitation of innovation and collaboration, both domestically and internationally.

The following strategic goals form the pillars of the plan. The examples demonstrate how Ontario Creates achieved these goals in 2021-22:

Stimulate Economic Growth and Employment

- In 2021-22, the tax incentives administered by Ontario Creates were valued at \$723 million.
- Ontario's film and TV industry reported its highest annual production volume to date with 394 productions in 2021, contributing a record-breaking \$2.88 billion to Ontario's economy. In addition to dollar value, these figures represent 48,135 high-value full-time equivalent direct and spin-off jobs for Ontarians, which is an increase of 38 per cent or 18,468 jobs from 2020.
- In 2021-22, projects supported through IDM Fund and Film Fund generated 25,300 weeks of work in Ontario.
- Each tax credit dollar invested by Ontario Creates leveraged over \$16 in additional spending for the creation of 2,000 book, film, television, and interactive digital media products made in the province.

Promote the Industries

- The virtual 34th annual Trillium Book Awards, Ontario's premier prize in literature celebrating the province's vast writing talent, generated 135.7 million media impressions.
- In 2021-22, Ontario Creates' Los Angeles office generated 110 leads that resulted in \$1 billion in production realized in Ontario.
- Ontario Creates led the Minister's virtual L.A. Mission for the Film, TV, Music, and Interactive industries from April 6-8, 2021. The trade mission included lead-up roundtables with domestic film producers and music companies, a meeting with the Consulate General in L.A., and a packed schedule of meetings with L.A.-based executives including two roundtable meetings with film studios, a meeting with music supervisors, and two meetings with IDM publishers.

Encourage Collaboration and Innovation

- The Ontario Green Screen program is a collaborative initiative between the agency and 23 industry partners, unions, guilds, trade associations, municipal governments, and companies endeavouring to make lasting change in the film and television industry, and to empower individuals, production companies, and studios to make sustainable choices.
- 2021 edition of From Page to Screen was held on March 2, 2021. Over 60 companies participated in the virtual event, which matches Ontario book publishers with screen producers in one-on-one meetings.

Message from the Chair and the President & Chief Executive Officer

The Honourable Neil Lumsden
Minister of Tourism, Culture and Sport

Dear Minister Lumsden,

On behalf of Ontario Creates, we are pleased to submit our 2021-22 Annual Report.

From slowed productions to the continued shutdown of the live music industry, the business environment in 2021-22 was far from normal for Ontario's creative industries. We are incredibly proud of how Ontario Creates was able to adapt our programs and services to provide critical and responsive support to businesses, and how we sustained and modified those efforts to meet evolving needs as the pandemic continued to challenge our stakeholders. We continue to act as a catalyst and partner for the creative industries as they recover and rebuild.

The agency and its staff adjusted to a remote work model, successfully ensuring the continuity of our programs and services in a new virtual environment. Through initiatives like streamlined business processes for the review of tax credit applications, fast-tracking of payments, and additional flexibility in program parameters, we were able to provide timely and effective support to Ontario's content-creating companies. This allowed them to adapt to rapidly evolving business conditions, remain competitive in the international marketplace, and respond with innovation and creativity to the challenges - and opportunities - of the new normal.

While international travel remained grounded for most of 2021-22, our successful shift to virtual business development initiatives ensured that Ontario companies continued to make new business connections and nurture important international relationships.

As Ontario's creative industries continue to recover, Ontario Creates remains committed to providing efficient and timely service delivery to our stakeholders. By providing critical business intelligence to navigate emerging market challenges, by ensuring streamlined business processes that improve efficiency and productivity, and by designing modern, innovative programs, Ontario Creates will continue to deliver relevant and effective support to drive growth and employment in Ontario's creative industries.

We are grateful for the confidence the government continues to place in Ontario Creates, and we are proud that this document highlights the many success stories from our work across the creative sectors during another challenging year; successes that were made possible thanks to investment by the Province, through Ontario Creates.

Sincerely,



Aaron Campbell
Chair



Karen Thorne-Stone
President & CEO

2021-22: The COVID-19 Context

In 2021-22, the impact of the COVID-19 pandemic continued to be felt across all of Ontario's creative industries, and while some industries were hit harder than others, all the creative sectors had to continue to adjust and pivot to this 'new normal.'

COVID-19 Impacts

Revenue Declines: Revenue declined in all sectors. Factors include losing contracts and the inability to find new contracts, reduced sales, and unexpected COVID-related business expenditures.

Employment Losses: With revenue decline and the inability to perform some jobs remotely, many companies and organizations had to make significant layoffs. These layoffs disproportionately affect freelance workers and others operating in the gig economy, particularly performing artists.

Sunk Costs: Many companies lost money on projects that had to be cancelled or halted or had to be significantly revised. In many cases, these costs are not recoupable.

Market Access: Travel restrictions and cancellation of foreign markets negatively affected business networking, the development of new contracts, international sales, and the ability to reach existing and new audiences. These impacts will be felt far into the future.

Physical Distancing: The closure of physical stores and live events and venues, as well as loss of income, significantly reduced consumer spending on products and experiences across sectors; the publishing industries have been particularly impacted by the closure of physical stores and the music sector was profoundly impacted by touring and performance restrictions. Live music venues, companies, and artists are at high risk of failure when social distancing measures persist.

Increase in Online Sales: Many companies experienced an increase in online sales and product consumption including a surge in audiobook and ebook purchases, increased streaming of music, film, and television, and an increase in video game use. However, these revenues do not make up for the losses in other areas.

Capacity Limits and Increased Costs: Film and TV productions experienced a log-jam effect where studio and location capacity is maxed out, crew depth is exhausted, and costs are being driven up.

COVID-19 Impact by Sector

Film and TV: Volume slowed to 232 productions in 2020 due to shutdowns but bounced back to exceed pre-COVID levels in 2021, reporting its highest levels to date, partly due to pent-up demand.

IDM: Jobs in the interactive sector increased 4 per cent and GDP increased 9 per cent between 2019 and 2020.*

Book: Early StatCan data suggests Ontario book publishers' operating revenue declined 5.7 per cent between 2019 and 2020. GDP impact of Ontario's book sector declined 4 per cent between 2019 and 2020 with 13 per cent job loss year over year.

**Figures include general-purpose software*

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Magazine: Early StatCan data suggests Ontario periodical publishers' operating revenue declined 22.7 per cent between 2019 and 2020. GDP impact of the periodical publishing sector declined 5 per cent between 2019 and 2020, with a 15 per cent decline in jobs year over year.

Music: Ontario's sound recording sector saw a 6 per cent decline in GDP from 2019 to 2020, with a 17 per cent job loss. There was an estimated 79 per cent revenue drop for Canada's live music sector as of December 2020. Live performance GDP was 53 per cent lower than pre-pandemic, as of Q3 2021.

Ontario Creates' Mitigation Strategies for COVID-19

In response to the ongoing pandemic and impacts felt in the creative industries, Ontario Creates implemented a number of mitigation strategies to help industry stakeholders weather the storm. These strategies included:

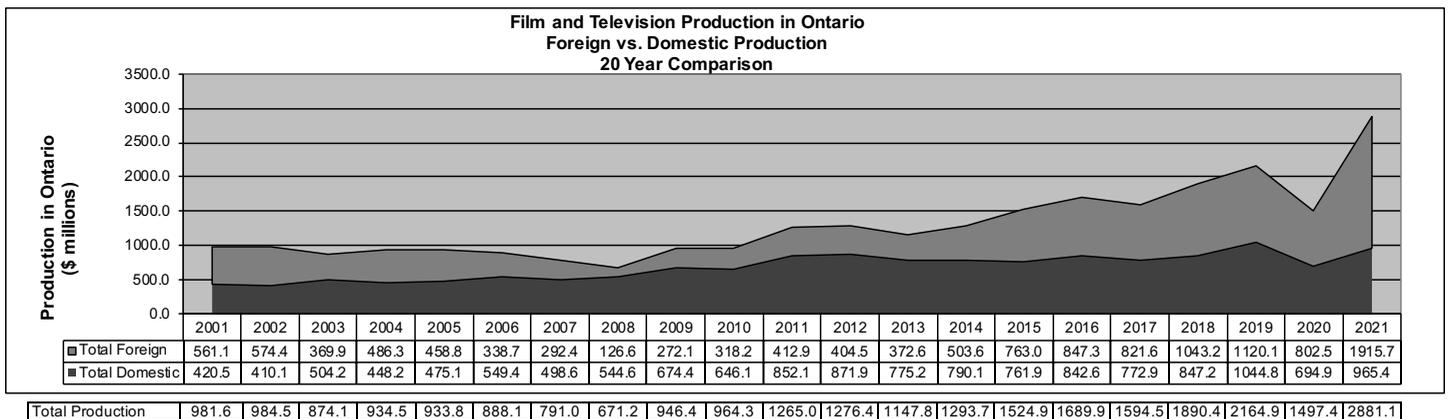
- The implementation of maximum flexibility for investment program recipients including delivery dates, allowing activity changes, and allowing non-refundable costs.
- Fast-tracking investment fund payments outside the normal payment schedule.
- Launching electronic tax credit certificates.
- The introduction of enhanced streamlining and fast-tracking process for tax credit application review based on risk rating.
- Time-sensitive industry initiatives in response to COVID-19 were allowed within the parameters of current investment programs (moving from mitigation/analysis to recovery strategies).
- Amending application deadlines, moving to continuous application intake, or adding additional application rounds for investment programs to respond to industry needs.
- Film Fund top-up for incremental COVID-19-related costs.

2021: Ontario's Film and Television Industry Reports a Record-Breaking Year

Ontario reported its highest production levels to date with 394 productions bringing in \$2.88 billion in production spending for the economy for the calendar year of 2021. In addition to dollar value, these figures represent over 48,000 full-time equivalent direct and spin-off jobs, which is an increase of 38 per cent or 18,468 jobs from 2020.

A portion of the 2021 increase can be attributed to COVID-19 recovery following the brief industry shutdown in 2020. The rest of the increase represents new growth in production and is a testament to Ontario's robust health and safety protocols, an impressive suite of financial incentives, ongoing studio space expansion, a diverse talent pool, and an unmatched range of film-friendly locations.

Domestic film and television production held strong in 2021, contributing \$965 million after a lull in 2020. Domestic television series production was particularly robust in 2021, with 115 productions contributing over \$707 million in expenditures. Foreign production remained strong in 2021, led by a strong television industry. Total expenditures in 2021 reached over \$1.9 billion. Live action production increased in 2021, accounting for 360 of the total 394 productions.



The chart above represents productions shot in Ontario which have received facilitation services and/or applied for tax credits from Ontario Creates.

Film and Television

The **Film Fund**, including Production and Development streams, increases domestic feature film production in Ontario and provides support to Ontario producers for feature film projects.

Film Fund

- \$5.7M invested
 - 84 projects supported
-

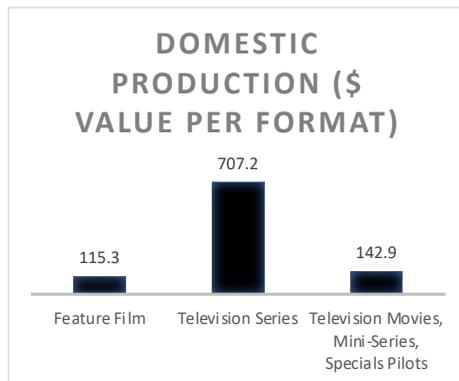
Supporting Film and Television

The **Diversity Enhancement Fund** provided an additional \$1.43 million to films meeting the provincial definition of diversity, including ancestry, culture, ethnicity, gender identity, and expression, language, physical and intellectual ability, race, religion, sex, sexual orientation, and socio-economic status. Non-traditional coproduction partners and jurisdictions were also considered.

The **Export Fund – Film and Television** provided eligible Ontario producers with funding to pursue strategic export development activities that support company growth and produce measurable business development results, including participation in virtual and in-person international market events and meetings, marketing materials for international sales opportunities, and staff and operations costs. Throughout the COVID-19 pandemic while travel restrictions were in place, travel to, and participation in industry events organized by third parties was not required.

Tax credits: The Ontario Film and Television Tax Credit (OFTTC), Ontario Production Services Tax Credit (OPSTC), and Ontario Computer Animation and Special Effects Tax Credit (OCASE) provide critical investment to domestic and international film and television production and post-production in Ontario, including animation and visual effects.

Film and TV Production Activity in Ontario for the 2021 Calendar Year

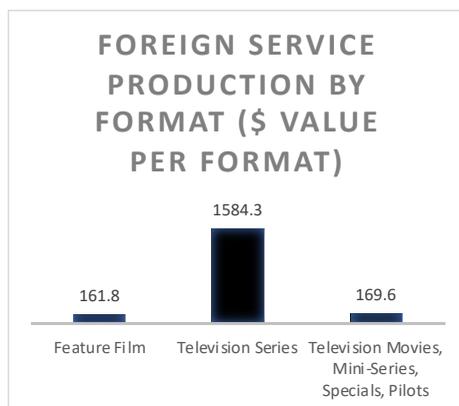


Television Series¹: \$707,200,000

Feature Film: \$115,300,000

TV Movies, miniseries, specials, pilots²: \$142,900,000

TOTAL: \$965,400,000

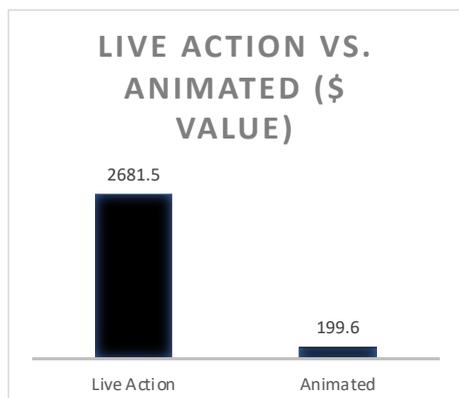


Television Series¹: \$1,584,300,000

Feature Film: \$161,800,000

TV Movies, miniseries, specials, pilots²: \$169,600,000

TOTAL: \$2,881,100,000



Live Action: \$2,681,500,000

Animated: \$199,600,000

TOTAL: \$2,881,200,000

Production Statistics for the industry are generated annually by Ontario Creates. Data represents expenditures of all productions using Ontario Creates-administered incentives and services including Film Fund, Tax Credits and Film Commission. Data does not include television commercials, corporate videos, music videos, or broadcaster in-house production. Data reflects annual production spend (labour, goods and services) in Ontario only, which may not be the total project budget. There may be productions that were shot in Ontario that are not included in these totals due to the timing of project applications.

¹ The number of television series does not include cycles which began production in the previous year.

² Productions with fewer than six episodes.

Ontario Creates at TIFF 2021

The 46th annual Toronto International Film Festival took place from September 9 to 18, 2021, and featured five Film Fund-supported features: *All My Puny Sorrows*, *Charlotte*, *Kicking Blood*, *Middle Man*, and *Night Raiders*. The festival was delivered in a hybrid format in 2021 with both in-person and digital screenings.

The TIFF 2021 Industry Conference was held in an all-virtual format from September 9 to 14, 2021. Ontario Creates supported two panels during the conference: *The ABCs of Coproduction* on September 9, 2021 and *Building a Greener Industry* on September 10, 2021. Ontario Creates' participation also included a significant digital presence in the Virtual Industry Centre.

The 16th Ontario Creates International Financing Forum (iff) took place on September 12 and 13, 2021. iff at TIFF is Ontario Creates' key business-to-business event that gives film producers from Ontario and around the world the opportunity to meet with executives in distribution, finance, studios, and more towards securing financing for upcoming projects. In the 2021 virtual edition, 41 producers and over 40 executives participated in curated meetings, an exclusive panel discussion, and roundtables on the future of financing.

On the National and International Stage

Ontario Creates supported the industry program at The Canadian Film Fest in Toronto, held virtually on April 1 – 18, 2021 with Ontario Creates supported film *Sugar Daddy* selected for Opening Night. The film subsequently won four awards at the festival.

On National Canadian Film Day (NCFD), April 21, 2021, Ontario Creates sponsored NCFD's virtual program to support 30 Ontario films supported by the Film Fund, with ten spotlighted on Ontario Creates' social feeds on the day of the event.

Hot Docs - Canadian International Documentary Festival took place online from April 29 to May 9 2021. Four Ontario Creates-supported films were included in the festival, including the opening night film, *A.rtificial I.mmortality*.

From June 23 – 29, 2021, Ontario Creates supported the 8th annual Oakville Festival of Film & Arts (OFFA). OFFA is Oakville's only independent film festival and was completely digital this year.

The 10th Annual BMO International Film Festival of South Asia (IFFSA) took place between August 12 and 22, 2021 in an online format with support from Ontario Creates.

The 33rd Cinéfest Sudbury International Film Festival took place from September 18–26, 2021 with support and participation from Ontario Creates. Ontario Creates staff participated in a virtual session: *Capital of the North: Funding Domestic Projects* on September 23rd.

The Ottawa International Animation Festival (OIAF/TAC) was held virtually between September 22 and October 3, 2021. The festival included a business and professional development marketplace where Ontario producers connected with animators from around the globe.

Ontario Creates partnered with the New Zealand Film Commission to host a virtual Animation Coproduction Summit on October 12, 2021. Over 50 industry professionals participated in a thoughtful roundtable featuring

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Ontario producers and their New Zealand co-producers, followed by one-on-one business meetings between 14 selected participants. The event was well-received by attending producers, who are following up on the resulting business opportunities.

The 22nd Planet in Focus - International Environmental Film Festival took place virtually from October 14–24, 2021 with a robust program for producers supported by Ontario Creates.

The imagineNATIVE Film + Media Arts Festival 2021 took place from October 19–24, 2021. A series of panels and workshops were supported by Ontario Creates.

The 21st Annual Reelworld Film Festival took place from October 20–27, 2021. The festival is dedicated to showcasing Canadian filmmakers that identify as Black, Indigenous, Asian, South Asian, Middle Eastern, and Latinx. Ontario Creates supported the Reelworld Emerging 20 program and spoke to the emerging producers about Ontario Creates programs.

Cinéfranco - Festival International du film Francophone 2021 was on October 27 through November 2, 2021, with financial support from Ontario Creates.

From October 28 through December 10, 2021, Hot Docs - Spotlight On Ontario ran as part of the Hot Docs at Home series showcasing documentary film in Canadian provinces and territories. For Spotlight On Ontario, Ontario Creates assisted Hot Docs to curate a selection of five films by filmmakers from and about Ontario. The Series showcased the strengths of Canadian documentary film and the uniqueness of each province and territory.

Cinéfranco! Youth Festival 2022 was supported by Ontario Creates again this year, taking place from February 2 to March 4, 2022. This Youth Program is exclusively dedicated to students and their teachers and offers young viewers an opportunity to get acquainted with francophone cinema and culture.

Ontario Creates supported Canadian Media Production Association (CMPA) Prime Time on February 3 - 11, 2022. The Prime Time Conference is a national networking event for Canada's most prominent business leaders, decision-makers, and policy experts in the television, film, and digital media production industry.

Ontario Productions Lead the Way at 73rd Annual Primetime Emmy Awards

Ontario was well-represented at the 73rd Primetime Emmy Awards, honouring the best in primetime television.

Multiple productions that were shot in Ontario were nominated for Emmy Awards including *The Handmaid's Tale* (21 nominations); *The Queen's Gambit* (18 nominations); *The Boys* (5 nominations); *Property Brothers: Forever Home* (1 nomination); *Star Trek: Discovery* (4 nominations); *The Umbrella Academy* (4 nominations); and *Vikings* (1 nomination).

The award-winning, Ontario Creates-supported, documentary *Toxic Beauty* (White Pine Pictures) was the sole Canadian finalist for a 2021 International Emmy Award.

Ontario Creates at the 2022 Canadian Screen Awards

At the 2022 Canadian Screen Awards (CSAs) virtual ceremonies, Ontario Creates had 50 Canadian Screen Award nominations for supported shows including 32 film nominations and 17 digital nominations.

CSA film winners for Ontario Creates-supported projects included:

Night Raiders:

- Original Screenplay
- Performance by an Actress in a Leading Role
- Achievement in Visual Effects
- Achievement in Make-Up
- Achievement in Costume Design
- Achievement in Sound Mixing

All My Puny Sorrows:

- Achievement in Music (Original Score)
- Achievement in Editing

CSA digital wins included:

The Vale: Shadow of the Crown:

- CSA Best Video Game Narrative

The Communist's Daughter:

- CSA for Best Supporting Performance in a Web Program or Series

Success Story: Rosie

Rosie (Assini Productions, Night Market), is the feature film debut of Metis writer/director Gail Maurice. The film tells the captivating, funny, and emotional story of a recently orphaned Indigenous girl and her newly chosen family in the 1980s.

In addition to the support from the Film Fund, in partnership with the Indigenous Screen Office, Ontario Creates supported an Indigenous Apprenticeship program on-set, including positions for a director-shadow, camera operator, and locations assistant, as well as positions in costumes and electric. The film, which features English, French, and Cree dialogue, premiered at TIFF 2022.

Testimonials

"Over the years, our projects have benefited greatly from initiatives set out by Ontario Creates, in particular the Film Fund. Their passion for and dedication to supporting both filmmakers and Ontario-based production companies is unwavering and has become an integral part of how we finance our films. Producing and financing films is a challenge at the best of times, but even more so during a global pandemic. The generosity and support we received from Ontario Creates on our film *BlackBerry* cannot be understated and was essential to getting the film made. We're incredibly grateful to have such meaningful partners with Ontario Creates."

- Rhombus Media

"Through Ontario Creates' generous support, we were able to finance and produce our Canada-Swiss Coproduction *Something You Said Last Night*. The financing from Ontario Creates was key in allowing us to qualify for the competitive international Eurimages fund. Not only were we successful in receiving Eurimages financing, but we were the first Canada-Swiss coproduction to do so. The trust that Ontario Creates had with us from the very start, opened so many doors and allowed Luis to create the film that she wanted to – filming on 35 mm film, shooting on location in Orillia, and creating the Trans Film Mentorship. The film went on to premiere and win an award at TIFF and now is starting its international festival journey at San Sebastian Film Festival."

- Jessica Adams, JA Productions

Ontario Film Commission

Ontario Creates' Ontario Film Commission promotes the Province to generate investment in the film and television industry, build capacity, increase competitiveness, and allow for long-term industry viability. The Commission develops and manages critical business relationships with producers, service providers, vendors, and stakeholders, including trade associations and other organizations. The Commission also spearheads valuable capacity-building initiatives to create consistent and responsible industry growth.

The Commission provides complimentary location scouting and facilitation services to producers considering Ontario for shooting and post-production.

In 2021-22, Ontario Creates' production consultants continued to provide film and television projects with bespoke location-image packages, and jurisdictional advice, using comprehensive location libraries, which are managed in-house by a team of location experts.

Ontario Creates, in partnership with the City of Toronto, maintains a full-time presence in Los Angeles, to provide on-the-ground marketing to attract production to Ontario, act as a direct link to the Province's regional film contacts, and support Ontario's screen-based content creators. In 2021-22, Ontario Creates' Los Angeles office generated an impressive 110 leads that led to \$1 billion in production for Ontario.

Capacity Building and Sustainability

Ontario Green Screen is a collaborative initiative between Ontario Creates, and 23 industry and government partners, including, unions, guilds, trade associations, municipal governments, and companies. Together, these partners endeavour to make lasting changes in the industry and to empower individuals, production companies, and studios to make sustainable choices. As of 2021-22, a total of 23 partners provide active leadership for the initiative, which is co-chaired by Ontario Creates' Film Commissioner.

The Ontario Green Screen program has already created lasting change, providing free sustainable best practices and carbon calculation training to over 300 film workers across Ontario.

The Film Commission continues to broker key relationships among investors, developers, studio operators, and production planning executives to build a business case for soundstage growth in multiple communities across Ontario, including Ottawa, Pickering, Hamilton, Mississauga, and Toronto. In 2021-22, the Ontario Film Commission continued to seek new soundstage space to meet production demand. Working closely with other venue operators, the agency accepted and analyzed soundstage applications from convention centres and was able to increase capacity successfully and make an additional 460,500 square feet of studio space available.

Supporting a Safe Industry

As the film and television industry continued to grapple with the challenges of COVID-19, the Ontario Film Commission played an important role both maintaining a fluid business environment by informing the industry of key updates to the Reopening Framework updates, the Provincial Antigen Screening Program, and federal immigration and border restrictions.

Capacity Building Through Regional Equity

The Film Commission continues to strengthen Ontario's Film Friendliness, through the convening of weekly regional and municipal film office town hall meetings. The Film Commission hosts over 30 film offices on a weekly basis to discuss important topics concerning the industry, including best practices for location filming, local filming guidelines, workforce development, studio development, green production, and to share information regarding regulatory updates.

Production Guide

Ontario Creates' Ontario Production Guide continued to be a valuable resource for companies and users filming in Ontario, providing productions with quick access to 1,600 Ontario companies servicing the industry. This service is complimentary to listing companies and users and remains the most comprehensive guide for Ontario.

Locations Library

The Ontario Locations Library continued to be the go-to resource for productions scouting locations in Ontario, listing over 9,000 film-friendly locations across the province. Despite the impact of COVID-19, property owners from across Ontario continued to submit locations to the Library. In addition to strengthening the already robust locations offering from Ontario Creates, the additional locations created potential revenue streams for Ontarians at a time when opportunities for extra income were scarce.

In 2021-22, the Film Commission added new regional locations to the Ontario Locations Library, through close collaboration with municipal film offices, producers, and location management experts in communities across the province, including Kingston, Prince Edward County, Ottawa, and London.

- 20,954 visits to the Ontario Locations Library website
- 176 image packages created for productions scouting across the province
- 5,148 new images added in 2021-22

Success Story: *Umbrella Academy* Season 2

Netflix success with *The Umbrella Academy* season 2, contributed \$77 Million to the provincial economy. An analysis by Oxford Economics found that local wages and salaries accounted for the majority (59 per cent) of production spending, with the remaining 41 per cent (\$31.9 million) spent on local goods and services. From the procurement of props and costumes to transportation and accommodations, *The Umbrella Academy* supported more than 980 Ontario-based businesses. From Southwest Ontario to Sault St. Marie, the production spending boosted local economies across the province, generating a total contribution of \$111 million for Ontario's GDP. (MPA Canada, 2022)

Interactive Digital Media Industry (IDM)

In 2020, Ontario's interactive media industry contributed \$4.7 billion to Ontario's GDP and accounted for 26,168 jobs. According to a study by Interactive Ontario, the IDM industry in Ontario consists of 929 companies, with almost half of those companies employing five or fewer staff. Notably, the IDM industry in Ontario is export-focused – over 90 per cent of the revenues earned by Ontario's IDM companies on average is export revenue, with total international exports approaching \$960 million in 2019.

IDM Fund

- \$8.5M invested
- 117 projects supported

Supporting Interactive Digital Media

IDM Fund: Concept Definition provides support for early-stage activities that will assist the applicant company in moving towards the production of a market-ready content project.

IDM Fund: Production provides IDM content creators with funding for high-quality, original interactive digital media content projects.

IDM Fund: Global Market Development provides funding to companies for activities that support company growth and produce measurable business and market development results, including participation in virtual and in-person international market events and meetings, marketing materials for international sales opportunities, and staff and operations costs. It should be noted that throughout the COVID-19 pandemic while travel restrictions were in place, travel to and participation in industry events organized by third parties was not required.

IDM Fund: Discoverability and Commercialization is designed to increase the visibility, audience development, and financial viability of projects that receive production support through the IDM Fund.

IDM Fund: Futures teaches business, marketing, and pitching skills to up-and-coming digital media creators and those transitioning to digital from traditional screen content. WIFT-T, Hand Eye Society, Webseries Canada, Afrotoplis Arts Collective, and Interactive Ontario ran the 2021-22 courses.

The **Ontario Interactive Digital Media Tax Credit (OIDMTC)** supports the development of interactive digital media products created in Ontario.

Programming and attendance at key industry events

In the fiscal year 2021-22, the IDM team participated in a number of key industry programs and events. Some highlights include:

The Ryerson Entertainment Conference (REC21), supported by Ontario Creates, is a student-run conference at Ryerson University that aims to bridge the gap between commerce and creativity by hosting a variety of events throughout the year. The IDM team participated in a panel at this event.

From May 14-16, 2021, Ontario Creates supported Toronto Game Jam 2021 (TOJam2021). The Toronto Game Jam (currently in its 16th year) is a free, three-day event that encourages attendees to collaborate on teams towards the completion of a video game.

Ontario Creates supported a delegation of 15 producers to attend the annual Montreal International Game Summit (MIGS) virtual event, from November 10 to 15, 2021. Participating companies were able to demo upcoming games to the public, which was promoted across Ontario Creates social channels resulting in a reach of over 65,000, and almost 700 clicks through to the online demos. On November 10, 2021, Ontario Creates hosted a pitch session to help Ontario participants reach publishers and other potential financial partners, and one company received an offer of \$50K during the pitch itself!

Gamescom/Devcom, the world's largest game festival that normally takes place in Cologne, Germany was conducted online between August 23 and 27, 2021. Ontario Creates hosted an interactive networking space at the event on August 26, 2021, where projects from 11 stakeholders were showcased and key delegates were hosted virtually.

Success Story: *Lightning Rod Games*

A Fold Apart is Lightning Rod Games' award-winning video game that explores the emotional rollercoaster of a long-distance relationship in a world of folding paper. Creators Mark LaFramboise and Steven Smith wanted to create an accessible game to all ages and genders. One key differentiator of *A Fold Apart* is choosing the genders of the two characters in the story, with four different couple combinations to choose from.

Though Mark and Steven built their careers in game development elsewhere (Mark at Disney Interactive in Kelowna, Steven at Electronic Arts in Vancouver), they came home to Ontario to start Lightning Rod Games. "We could see that Ontario Creates was making an effort to build the industry in our home," said Steven Smith. "We knew that we had to come back and be a part of that."

The funding support from Ontario Creates IDM Fund including Concept Definition, Production, Global Market Development and Marketing Support was instrumental in the early development and production of the game but the agency also provided valuable feedback on the company's pitches and designs.

"Support from Ontario Creates [has] been crucial to our success as a studio," said Mark LaFramboise.

Success Story: *Floralogic*

Blue Ant Media creates and produces factual entertainment, lifestyle series, animation, and documentaries. *Floralogic* - a hosted, 26-episode YouTube series that features the strangest and quirkiest species from the plant and fungi kingdom - was supported by IDM Production and Discoverability and Commercialization Support. Each episode explores a different plant, focusing on their characteristics, behaviour and why they do the strange things they do.

Dynamic host Tasha Schumann – a botanist and hip-hop producer who goes by the moniker "Tasha the Amazon," - is at the helm of this popular YouTube show, creating an informative and inclusive presence on the popular video streaming platform. The show has also connected with new audiences on Snapchat and TikTok.

The success of Season One has helped Blue Ant secure a Season Two, says Sue Haas, VP of Digital Media: "*Floralogic* Season One has enabled us to develop a replicable production formula that will allow us to scale and diversify our content offering to keep and attract new highly engaged audiences moving forward."

Testimonials

"The Interactive Digital Media Fund is a competitive edge for Ontario in a competitive global landscape. The most challenging part of developing original IP is taking the first step and proving the fans are out there. Ontario Creates has allowed our team to build a catalogue that we are exporting internationally on new AR/VR platforms. We have first-mover advantage in this growing field because the IDM Fund saw the potential early and invested at the right time."

- Evan Jones, Stitch Media

"From our first Ontario Creates-supported game, *Planet of the Eyes* (2015) to our latest Canadian Game Awards 'Indie Game of the Year' title, *Echo Generation* (2021), the IDM programs are essential for us to make games that are successful on the world stage. Thank you, Ontario Creates, for all your support".

- Vanessa Chia, Cococucumber

"Support from Ontario Creates was crucial in seeing our vision through due to limited funding for web series despite their growing importance in screen-based media. It was through the generous support of Ontario Creates with our production and development that the launch of our project was made possible."

- Frances-Anne Solomon, Caribbean Tales

Music

Ontario is a major centre for Canada's music industry. The Ontario sound recording and music publishing industry contributed \$325 million to Ontario's GDP and accounted for 2,919 jobs in 2020. It is estimated that live music companies in Ontario generate upwards of \$600 million annually.

Music is an export-focused industry. Ontario exported \$273 million in sound recording products and music publishing in 2019.

Ontario Music Investment Fund (OMIF) 2021-22

- \$7M invested
- 145 projects supported

AcceleratiON 2021-22

- \$300,000 invested
- 32 companies supported

Supporting Ontario's Music Industry

Ontario Music Investment Fund (formerly, Ontario Music Fund) was launched in 2020-21. OMIF provides targeted economic development investment to the province's vibrant and diverse music industry, supports Ontario music companies with strong growth potential to maximize return on investment, and creates more opportunities for emerging artists to record and perform in Ontario.

OMIF provides support through three program streams: Music Creation, Music Industry Initiatives (and the Global Market Development for Music Managers sub-stream), and Live Music.

The time-limited AcceleratiON program for Black and Indigenous Music Entrepreneurs was launched in 2021. The core objective is to invest in new and emerging Black- and Indigenous-owned music businesses that demonstrate high potential for economic and cultural impact. The key goals of this program are to:

- Enhance capacity for emerging Black- and Indigenous-owned music businesses.
- Strengthen support at critical stages in the careers of Black and Indigenous entrepreneurs in Ontario's music ecosystem.
- Enable the next generation of Black and Indigenous music industry professionals to create high-quality content and retain Intellectual Property (IP) ownership and control over their own narratives.

The Impact of COVID-19 on Ontario's Music Industry:

The COVID-19 pandemic continues to have a significant impact on Ontario's music industry, particularly on the live music sector.

To mitigate the disproportionate impacts on Ontario's music industry, Ontario Creates has continued to work with the industry to offer flexible support so Ontario companies can be nimble, think outside the box, and adapt to the challenges and opportunities arising from the global pandemic. OMIF support has helped the industry manage continuing uncertainty related to the lingering impacts of COVID-19, increasingly unpredictable travel logistics, and rising inflation.

Ontario Creates is proud of the investments made in this important sector; both through the OMIF, and through initiatives like ArtHaus Pop-up Music Café, which took place at Billy Bishop Airport from December 15, 2021, to January 2, 2022. This initiative created live performance opportunities for Ontario artists who have been heavily impacted by lockdowns and the halting of live performances. Dozens of emerging artists performed paid gigs for holiday travelers throughout the holiday season.

Ontario Creates also continued to foster new and innovative ways to support cross-sector connections. On October 21, 2021, the Business is Better with Music event was presented by Ontario Creates and Conscious Economics (Economic Club of Canada) with the Canadian Live Music Association. The event brought together key music industry influencers with representatives from Corporate Canada with the goal of broadening awareness about the possibilities and benefits of integrating music into corporate culture and objectives. The evening targeted networking, innovative ideas, and in-person live music featuring Jim Cuddy and Serena Ryder, plus a special tech demo/Holo-presence performance featuring emerging artist Shawnee Kish.

The Ontario Music Office (OMO) at Ontario Creates continues to work closely with industry partners to develop pandemic-proof music marketing strategies and explore innovative, non-traditional partnerships to access new revenue streams.

OMIF at Major Music Events

JUNOS 2021:

To honour Ontario's JUNO nominees, and to help promote Ontario artists who were prevented from performing live during the pandemic, Ontario Creates partnered with the JUNOs on the "Homegrown" content series which profiled 6 first-time Ontario JUNO award nominees: Julian Taylor, Savannah Re, Emmanuel, JJ Wilde and Ryland James, and the stories behind their "road to the JUNOs." The result is an intimate look into the artists' motivations, inspirations and Ontario roots. Ontario Creates also partnered with the JUNOs on the ProjectiON series which featured "larger than life" projected images of Ontario nominees in the Distillery District and at Ontario Place.

Ontario artists continued to reign supreme at the 2021 JUNO Awards. Of the 235 total nominations, more than half were Ontarians. The OMIF was also well-represented, with 14 per cent of all nominees supported by Ontario Creates. Nominees include global superstars The Weeknd, Justin Bieber, Shawn Mendes as well as OMIF-supported Mustafa, The Halluci Nation, Hannah Georgas, The Weather Station, SATE, Haviah Mighty, Emanuel, and Savannah Ré.

On June 4 and 6, the 2021 JUNO Award winners were announced. Nearly 70 per cent of the winners were Ontario based, and 20 were OMF/OMIF supported.

CANADIAN MUSIC WEEK 2021:

Supported by Ontario Creates, the 39th Annual Canadian Music Week was held virtually: May 18-21, 2021. The Ontario Music Office supported and coordinated a mentorship initiative called "Access CMW" for 13 emerging Black and Indigenous companies/artists by providing access to the conference and matching them with industry mentors. The program included an online kick-off event and a special "Fireside Chat" exclusive to mentees with music entrepreneurs Jason Huang (Soma Entertainment) and D.O. Gibson (Northstarr Entertainment).

POLARIS MUSIC PRIZE 2021:

Polaris Music Prize Gala was held on September 27, 2021, as a virtual event that celebrated creativity, diversity, and artistic integrity in Canadian recorded music. Ontario Creates supported short list nominees included: Mustafa, the OBGMs, the Weather Station and Zoon. Ontario Creates-supported Cadence Weapon was the 2021 Polaris Prize winner.

On National and International Stages

While the continued COVID-19 pandemic and emergence of omicron meant that many domestic and international business events were offered virtually or in hybrid formats in 2021-22, OMIF continued to support export trade missions around the world to create business opportunities for Ontario music companies.

In 2021-22, Ontario Creates supported virtual and/or in-person industry trade missions to:

The Great Escape - Brighton, England (May 2021); A2IM Indie Week - New York, New York (June 2021); Reeperbahn Festival - Hamburg, Germany (September 2021); FIMPRO - Guadalajara, Mexico (November 2021) Folk Alliance International - Kansas City, Missouri (February 2022); SXSW - Austin, Texas (March 2022); New Colossus - New York, New York (March 2022).

Live Music

As event venues started reopening and people began returning to the live stage, Ontario Creates worked closely with the sector to help the industry get back on its feet and adapt to new innovations and changes designed to help weather the pandemic. Some supported events (which took place live, online, and/or in a hybrid format) include Spring/Summer festivals such as:

SING! The Toronto Vocal Arts Festival 2021 (May 29th to June 6th); TD Sunfest Connected (July 8 – 11, 2021); River and Sky Music & Camping and Festival (July 14 - 17, 2021); Horseshoe Tavern Chill-O-Rama Drive-In Concert (July 15 – 17, 2021); Beaches Jazz Festival Drive-In Concert (July 16, 2021); Desifest (July 24 – 25, 2021); TD Niagara Jazz Festival Mardi Gras (July 24, 2021); Country Music Association of Ontario Festival and Awards (September 3 – 5, 2021); Northern Lights Boreal (September 10 and 11, 2021); Tim Hortons Southside Shuffle (September 10 – 12, 2021); Manifesto15 festival (September 11, 2021 at CityView Drive-In).

In addition, OMIF supported various live music partnerships, tours and music series including:

Wavelength Music and Toronto Outdoor Picture Show presented Live Music and Movies Under the Stars (September 1-5, 2021 at Fort York National Historic Site).

Noisemaker Presents concert series included 12 shows between August 11 and December 15, 2021, with performances by Tim Hicks, Chantal Kreviazuk, Good Lovelies, The Trews, The Sadies, Danny Michel, Zeus, and Gordie Johnson.

Cranium Festival 2021 presented 4 live music presentations at 3 venues over the course of 3 days (October 1 – 3, 2021 in Ottawa).

Kingston Punk Productions concert series included The Wilderness on October 30, 2021 and USS on November 23, 2021 as part of their farewell tour in Kingston.

Ontario Festival of Small Halls Dec 10 - 12, 2021 with multiple rural Eastern Ontario tours by Royal Wood, Kellylee Evans, and Silent Winters. In addition, Skydiggers and Jill Barber took place in Ottawa on December 3, 2021.

iskwē – From the Stars Tour across Ontario (Dec 12-19).

During the month of December 2021, Ontario Creates supported Bravo Niagara! Home For the Holidays, a five-concert series held at the FirstOntario Performing Arts Centre in St. Catharines.

On February 18, 2022, The Troubadour Festival was held in Barrie with Whitehorse featuring Martha Wainwright and Tanika Charles.

The Class of 2022 Concert Series consisted of six shows at Toronto venues in February and March including Zoon on February 5, 2022, at the Monarch Tavern.

Success Story: Chad Price

2021-22 AcceleratiON recipient, Chad Price is a multi-faceted artist-entrepreneur who since 2012, under his company Chad Price Music, has released and self-published three full-length albums and performed over 500 shows, including dates in Canada, the United States, and an international music festival in Singapore. Chad has also written for, produced, and performed with other notable Canadian artists such as Odario and Loud Luxury.

It's been a big year for Chad with the recent release of his new album, *Introversion*, and his 2022 Toyota Searchlight Award win. He's amassed over 1M streams and video views in 2022 alone and has deservedly become an artist to watch in Canada while also expanding his music business services to include digital music marketing, video production, and in-house audio production.

Testimonials

Thanks to OMIF's investment, Bravo Niagara! was able to quickly pivot from virtual presentations to in-person concert presentations. In the spring, we featured high-quality virtual concerts through our new online platform, Bravo Niagara! Amplified. This business model can be used in the future as an additional revenue stream. With the provincial reopening, we were able to successfully transition to four live concerts. Bravo Niagara! was one of the only organizations of its size in the Niagara Region to successfully return to large-scale in-person concerts at the FirstOntario Performing Arts Centre in fall 2021.

- Alexis Spieldenner, Executive Director, Bravo Niagara! Festival of the Arts

"With the support of vital OMIF business development funding, Ishkode Records is already experiencing success and has been able to create two new jobs out the gate!"

- ShoShona Kish, Ishkode Records

"The AcceleratiON program was an enormous support at this critical stage of my career. I was able to make upgrades to my recording studio and invest in some marketing to enhance the quality of business. I was also able to take some important business trips to Detroit, Atlanta and Toronto which helped me build new relationships, nurture previous ones and increase my opportunities to collaborate with major artists and work on major projects."

- Tyler Butler, TNB Beatz Productions & Limitless Studio

"Ontario Creates is a true partner of Ontario's music publishing sector. The music office team and the programs they offer help Music Publishers Canada and Ontario's music publishers create success in Ontario and around the world. Ontario Creates believes in the music publishing sector and works with us to continually build out new strategies to grow our Ontario businesses and make sure their songs and scores are heard around the world."

-Margaret McGuffin, Music Publishers Canada

Books

Ontario is home to Canada's largest book publishing industry, accounting for 65 per cent of national industry operating revenues. The sector contributed \$772 million to Ontario's GDP and accounted for 6,130 jobs in 2020. Book publishing is also export-oriented, and in 2019, the sector exported nearly \$465 million worth of books abroad.

Book Fund

- \$2.4M invested
 - 32 projects supported
-

Supporting Book Publishing

Book Fund supports independent Ontario-based book publishers by providing funding for marketing initiatives and activities that enable them to build on their capacity to achieve business development goals.

Through **Ontario Author Touring Support**, a strategic initiative, Ontario Creates also supports publishers' author-touring initiatives.

Export Fund - Book provides eligible Ontario publishers with funding to pursue strategic export development activities that support company growth and produce measurable business development results, including participation in virtual and in-person international market events and meetings, marketing materials for international sales opportunities, and staff and operations costs.

The **Ontario Book Publishing Tax Credit (OBPTC)** supports Ontario publishers to publish and market literary works by Canadian authors.

Program and Event Highlights

From May 1 to 15, 2021, Ontario Creates supported The Festival of Literary Diversity (FOLD). The Festival of Literary Diversity is an annual literary festival that celebrates diverse Canadian authors and storytellers in historic downtown Brampton. On May 2, 2021, Ontario Creates moderated the “Writer’s Hub” afternoon – a key session at the festival.

On June 25, 2021, Ontario Creates hosted curated meetings between notable streamers and Ontario book publishers, as a follow-up to our annual From Page to Screen event.

The Word on the Street took place virtually on September 16 and 26, 2021, including Ontario author stages supported by Ontario Creates. The event is the largest all-Canadian book and magazine festival in the country.

Frankfurt Book Fair was held on October 20 and 21, 2021, with Ontario Creates hosting a robust digital presence to highlight Ontario as part of the Canada Guest of Honour presence at the Fair. Social media content included five original author videos produced with Destination Ontario, content from Ontario Heritage Trust Doors Open, and a debut Juno reel featuring Ontario artists. Ontario Creates led a virtual engagement program for the Minister in advance of the Book Fair, including a Fireside Chat with two Ontario delegate authors, and a roundtable with participating book publishers. The Fireside Chat was shared on social media during the Book Fair.

The 14th edition of the International Visitors (IV) Programme at TIFA took place October 25 – 29, 2021 during the Toronto International Festival of Authors. The IV Programme is supported by Ontario Creates and provides a valuable cultural and economic exchange between Canada’s publishing community and some of the most influential publishing figures from around the world.

Ontario Publishers Shine at the 2021 Scotiabank Giller Prize

Two Ontario independent publishers had finalists on the shortlist for the 2021 Scotiabank Giller Prize in 2021. Ontario’s House of Anansi Press published Angélique Lalonde’s short story collection *Glorious Frazzled Beings*, and Dundurn Press published Cheluchi Onyemelukwe-Onuobia’s novel *The Son of The House*.

On November 3, 2021, Omar El Akkad’s novel *What Strange Paradise* won the 2021 Scotiabank Giller Prize.

The 34th Trillium Book Awards

In 2021, Ontario Creates proudly presented the 34th annual Trillium Book Awards, a prestigious literary award that encourages excellence in literature by investing in Ontario-based writers in celebration of the Province's writing talent.

Ontario Creates hosted the Trillium Book Awards in a virtual format on June 15, 2021. Heather Hiscox, Host of *Morning Live* on CBC News Network, announced the winners via a livestream video hosted on Facebook. Four awards were presented: Trillium Book Award for English language, Trillium Book Award for French language, Trillium Book Award for Poetry (English), and Trillium Book Award for Children's Literature (French). The announcement video garnered over 878 views on Facebook, and overall, this year's event achieved a total of 135.7M impressions from 574 traditional media outlets, more than doubling 2020's impressions results.

As part of the Trillium Book Awards, Ontario Creates hosted two In-Conversation sessions with the Trillium winners events on Facebook Live on June 17 and 18, 2021. The first event was with the French language winners and was moderated by Canadian TV director, producer and screenwriter, Chrystelle Maechler. The second event was with the English language winners and was moderated by Quill & Quire Reviews Editor, Steven W. Beattie. The French event generated 164 views and the English event has generated 328 views on Facebook.

English-language Finalists for the Trillium Book Award:

- Souvankham Thammavongsa, *How to Pronounce Knife*, McClelland & Stewart (WINNER)
- Craig Davidson, *Cascade*, Knopf Canada
- Farzana Doctor, *Seven*, Dundurn Press
- Emma Donoghue, *The Pull of the Stars*, HarperCollins Publishers Ltd.
- A.F. Moritz, *As Far As You Know*, House of Anansi Press

French-language Finalists for the Trillium Book Award:

- Danièle Vallée, *Sept nuits dans la vie de Chérie*, Éditions David (WINNER)
- Daniel Castillo Durante, *Tango*, Éditions L'Interligne
- Nicole V. Champeau, *Niagara... la voie qui y mène*, Éditions David
- Charles-Étienne Ferland, *Métamorphoses*, Éditions L'Interligne
- Melchior Mbonimpa, *Au sommet du Nanzerwé il s'est assis et il a pleuré*, Éditions Prise de parole

Finalists for the Trillium Book Award for Poetry in English language:

- Jody Chan, *sick*, Black Lawrence Press (WINNER)
- Irfan Ali, *Accretion*, Brick Books
- Canisia Lubrin, *The Dyzgraphxst*, McClelland & Stewart

Finalists for the Trillium Book Award for Children's Literature in French:

- Éric Mathieu, *Capitaine Boudu et les enfants de la Cédille*, Éditions L'Interligne (WINNER)
- Marise Gasque, *La Neva pour se retrouver*, Éditions L'Interligne
- Micheline Marchand, *Perdue au bord de la baie d'Hudson*, Éditions David

Success Story: *Brick Books*

Founded in 1975, Brick Books is one of the few poetry-only publishers in the world. Starting in 2020, the company began a rebranding process to connect the history of the press with the changing literary landscape. With an updated logo and a refreshed editorial collective in place, Brick Books also completed a website redesign with a new e-commerce component.

The rebranding efforts and new website effectively signalled a change in who Brick Books is to the writing community in Canada; resulting in a record number of submissions to be considered for publication, and an opportunity to further diversify and expand their list and open new audience markets. The new website and its refreshed, relevant, and capable presence is allowing Brick to pursue new digital advertising opportunities through domestic and U.S. industry partners, and to build relationships essential to the company's five-year growth plan.

Success Story: *49th Teachers*

49th Teachers is a database of over 25,000 Canadian-authored books for kids and young adults and includes free downloadable educational resources for hundreds of titles.

"49th Teachers is important because it offers an entry point for Ontario teachers who are looking to enrich the collections that they use in their classrooms. It's an important cultural tool as well as a promotional tool for publishers," said Trish Oscuch, Marketing Consultant, 49th Teachers.

Historically, it has been difficult for independent publishers, especially small presses, to make inroads with schools. And this massive project wouldn't have been possible without the support of Ontario Creates.

"Through the support of Ontario Creates, we've been able to connect with educators directly and help them discover these new books that they can bring into their classrooms," continues Oscuch. "That's one of the huge advantages, especially for our member publishers who just wouldn't be able to reach educators without Ontario Creates."

The support for this project came through the Canadian Books in Ontario Schools Fund, a Government of Ontario pilot project announced in 2017 to help publishers develop supplementary resources like lesson plans, activities and discussion guides that complement works of Canadian literature to support learning and teaching through the curriculum. The pilot project was administered by Ontario Creates.

Testimonials

"The COVID pandemic has unsettled virtually all industry on a global scale. Like most independent businesses, independent publishers have struggled with production, shipping, receiving, marketing, and sales of their products. Without the support of Ontario Creates, Robert Rose would not have managed this challenging period as successfully as it has. In fact, it was because of the support of Ontario Creates that Robert Rose was able to identify opportunities to update and modernize its infrastructure and enhance the foundations for future resilience and profitability. Ontario Creates funding continues to be an integral part of Robert Rose's perseverance and achievements."

- Robert Dees, Robert Rose

"Year after year, Ontario Creates' programs consistently have the most effect on the continuing growth and sustainability of the press. Ontario Creates provides the flexibility each publisher needs to discover what works for them. During the pandemic, the Book Fund allowed us to invest in a certain level of experimentation and failure, and through this, real discovery and growth. As such, we've figured out business strategies to help grow our company, and these efforts have begun to bear sustainable dividends. We are very grateful for continued Ontario Creates Book Fund support."

- Daniel Wells, Biblioasis

Magazines

Ontario's magazine publishing sector contributed \$467 million to Ontario's GDP and accounted for 3,572 jobs in 2020. The sector had \$732 million in revenues in 2019, representing 62 per cent of total national industry revenues and exported over \$19 million in 2019.

Magazine Fund

- \$2.0M invested
 - 44 companies supported
-

Supporting Magazine Media

Magazine Fund supports the success and growth of independent Ontario-based magazine publishers by funding the creation and implementation of new strategic initiatives that help achieve business development and/or marketing objectives. The strategic initiative for International Business Development helps publishers pursue marketing activities and business partnerships around the world.

Award-winning Publications

The **2021 National Magazine Awards** winners were announced on June 11, 2021, highlighting publications published in 2020-21. The Ontario Creates-supported nominees included: *Cottage Life*, *Inuit Art Quarterly*, *Broadview*, *Canadian Cycling Magazine*, *Brick*, *Azure*, and *Spacing*.

Notably, Michelle Kelly (*Cottage Life*) and Britt Galpen (*Inuit Art Quarterly*) were two of the three nominees for the Editor Grand Prix. Alysa Procida (*Inuit Art Quarterly*) was one of three people nominated for Publisher Grand Prix, and *Cottage Life*, *Inuit Art Quarterly*, and *Broadview* all received awards at the virtual event.

The **2021 National Magazine Awards: B2B Magazine** winners included the following Ontario Creates-supported publications:

- *Azure*, "The Future of Plastic" – Best Feature Article: Trade, Silver
- *Precedent Magazine*, "In Recovery" – Best Feature Article: Professional, Silver
- *Precedent Magazine*, "The Lawyer's Guide to Not Drinking" – Best Illustration, Gold
- *Azure*, "The Resiliency Issue" – Best Issue, Gold

Both *Canadian Architect* and *Precedent Magazine* received two Honourable Mentions, while *Azure* received one.

Event and Program Highlights

With Ontario Creates support, the National Magazine Awards Foundation completed a three-prong project including providing a mentorship program to emerging, BIPOC publishing professionals; expertly curating a well-attended masterclass series of publishing resources and best practices; and strengthening Indigenous representation through award program outreach and on program juries.

Magazines Canada's retail distribution service is unique in Canada. It is the country's only publisher-driven direct-to-retail distributor, and the only distributor dedicated exclusively to Canadian magazines, delivering Ontario-published magazines to stores nationwide, as well as in the province of Ontario, where they are purchased by consumers. The Ontario Creates supported Retail Distribution Service for Ontario Magazines project supported vital access and revenue generation for Ontario-published magazines, through retail sales in Ontario and across Canada.

Success Story: *Canadian House & Home*

Canadian Home Publishers Inc. is the publisher of the popular *Canadian House & Home*. Many publishers have been severely impacted by the COVID-19 pandemic, including suffering a sharp reduction in newsstand sales, making strengthening their subscriber base critical in a still-uncertain business climate. Through the Magazine Fund, *Canadian House & Home* completed a direct mail campaign that bolstered circulation, brand awareness and brand reach by acquiring new subscribers – and a new audience inspired by the world-class content shared in their print publication. This campaign led to a significant revenue boost and a response rate that exceeded expectations by half.

Success Story: *Environmental Science & Engineering*

Through the Magazine Fund, *Environmental Science & Engineering* undertook a substantial pandemic recovery project, including updating its website, training its sales team to better understand sponsored content, content marketing strategies, and digital ads, and developing a webinar strategy and holding a pilot webinar series. The project greatly expanded ES&E's knowledge and confidence in producing virtual events and webinars, allowed ES&E to retain its full staffing levels, and to produce its first hybrid version of its keystone industry event CANECT. As well as creating opportunities that will continue to generate revenue and opportunities year over year, the project generated excellent print ad and digital ad revenues.

Testimonials

"We were able to continue publishing in both print and digital for our brands: *Canadian Architect*, *Canadian Interiors*, *Supply Professional*, and digitally for *Building*, achieving our ultimate goal of keeping people employed and providing good quality content at a high frequency level to our audience. The application process was very smooth, from the information sessions provided prior to the application and the ongoing support from Ontario Creates staff that were able to guide us through this process. The application portal is very efficient and straight-forward. This allowed us to prepare a solid proposal that kept us focused on our plan giving us a chance to succeed."

- Alex Papanou, IQ Business Media

"As a young company (first publication was 2017), this was our first experience with Ontario Creates. Overall, we felt it was a very supportive and well-run process; our initial conversations over the phone were helpful and supportive, and throughout the process we felt our questions or concerns were always answered promptly and with kindness. It was an honour to be a selected publication for the Ontario Creates Magazine Fund. Thank you so much for your support. It truly was a game changer for us this year."

- Cai Sepulis, Toque Magazine

"We are incredibly happy with our experience in the Ontario Creates Magazine Fund. The entire Ontario Creates team is professional and offers easy-to-understand advice and instruction. We're also especially happy with the success of this project. The positive long-term effect it will have on our business will allow us to continue growing as a company and creating amazing paddlesports content."

- Cristin Plaice, Rapid Magazine

Industry Development Program

Through the Industry Development Program, Ontario Creates provides support to Ontario's cultural entrepreneurs by partnering with non-profit trade and event organizations to offer initiatives, events, and activities that stimulate the growth of the cultural media industries.

These initiatives must promote the potential for measurable commercial transactions or other business-focused opportunities for Ontario companies that create and sell content in the book and magazine, film and television, and interactive digital media industries and any combination of these industries.

In 2021-22, the Industry Development Program included a focus on initiatives supporting workforce development, diversity and inclusion initiatives, and high-impact business opportunities. Supported projects included the International Film Festival of South Asia Bright Lights program, the Ontario Book Publishers Organization's diverse intern program, the creation of Interactive Ontario's new digital hub The Lodge, the Inside Out Festival's International Financing Forum, and an on-set mentorship for Film Fund-supported *Rosie* and *Cafe Daughter*, with the Indigenous Screen Office.

Business and Market Intelligence

Ontario Creates' business and market intelligence activities produce timely and relevant information to help Ontario companies remain competitive. The agency's business intelligence activities also assist with program design, ensuring that industry support is strategic and reflects the current environment.

Ontario Creates carries out or commissions its own research, produces industry profiles, a quarterly business intelligence bulletin, and provides funding through the Business Intelligence Program for industry organizations to carry out specific research. In recent years the agency also launched an updated version of the Online Research Library, which included an enhanced search function, and improved user experience and design.

By collaborating with industry and government partners, the agency leverages a relatively small investment to provide information that is vital to the success of Ontario companies.

- 10 applications supported
- \$275,000 invested
- Over 7,400 unique views of industry profiles on the Ontario Creates website
- More than 6,260 unique visitors to the Online Research Library
- 780 unique views of the business intelligence bulletin

Diversity, equity, and inclusion, as well as workforce studies, continued to be high priority themes pursued in creative industry research led and supported by Ontario Creates. The Business Intelligence Program supported ten new applications and nine projects were released in 2021-22. Studies released included *Women in View's On Screen 2021*, *Women in Music's Action Plan Framework for Women, Non-binary, Gender Fluid and Gender Diverse Individuals in Ontario's Music Sector*, and *Closing the Gap: Impact & Representation of Indigenous, Black, and People of Colour Live Music Workers in Canada*, conducted by the Canadian Live Music Association. Ontario Creates was also a funding partner on WIFT-T Alberta's study *Building Inclusive Networks in the Film & Television Industry*, and published *The Future of the Creative Workforce*, a report exploring GenZ interests in behind-the-scenes creative industry roles, in association with VICE Media Group.

Ontario Creates also made submissions and provided responses to several broader industry and provincial consultations, namely the Canada Media Fund's consultation *Spark Courage*, the Ontario Workforce Recovery Advisory Committee's Call for Comments and opportunity to share feedback with Ontario's Task Force on Women and the Economy.

Service Excellence

Significantly Reduced Tax Credit Processing Times, Information Sharing, and Electronic Certificates

In 2021-22, Ontario Creates worked on several things related to service excellence in tax credits.

The first is significantly reducing the total tax credit processing times. In 2021-22, the average total processing time across all tax credits was 35 per cent faster than the previous year. We have not seen such fast processing times since the 2014-15 fiscal year.

Ontario Creates also worked to design and implement an information sharing module with the CRA, which allows agents from both organizations to access the same company documents for our respective areas of review. This solution reduces duplication of document submissions and streamlines the review process for files audited by CRA. This significantly simplifies and streamlines the process for applicants as CRA Team Leads are now able to access a special module on Ontario Creates' database that enables them to review certified files and supporting documents without having to request these from the applicant.

The project launched in May 2021, and has reduced duplication, streamlined review, and led to quicker audits, which in turn gets tax credit cheques issued to creative media companies much faster.

Finally, and perhaps most significantly, Ontario Creates launched electronic certificates in December 2021 as part of our ongoing commitment to continuous business improvement and modernization of business processes.

The agency discontinued physical certificates in March 2020 due to COVID-19, instead providing certificate numbers to stakeholders and CRA as an interim tracking measure while a secure electronic certificate solution was developed. In December 2021, Ontario Creates issued over 3,200 retroactive electronic certificates to tax credit recipients for record-keeping purposes and began to issue electronic certificates for all new certifications on a go-forward basis.

Ontario's Creative Industries Tax Credits

Ontario Creates administers five provincial tax credit programs across the film and television, interactive digital media, and book publishing industries. These tax credits are key components in the viability and continued growth of these sectors in the Province. They provide important financial incentives that help attract and retain business in Ontario. They enhance companies' capacity to invest and reinvest, hire Ontario talent, and make a substantial contribution to Ontario's economy.

Ontario Film and Television Tax Credit (OFTTC)

A 35 per cent refundable tax credit on Ontario labour expenditures for film and television productions produced by Ontario-based Canadian corporations.

Ontario Production Services Tax Credit (OPSTC)

A 21.5 per cent refundable tax credit on Ontario production expenditures (both labour and non-labour costs as well as all post-production) for film and television productions by Canadian or foreign-controlled corporations.

Ontario Computer Animation and Special Effects Tax Credit (OCASE)

An 18 per cent refundable tax credit on Ontario labour expenditures for digital animation and visual effects created in Ontario for film and television productions.

Ontario Interactive Digital Media Tax Credit (OIDMTC)

A 40 per cent refundable tax credit (35 per cent for development under fee-for-service) on eligible expenditures to develop IDM products in Ontario, available to Canadian and foreign-controlled corporations.

Ontario Book Publishing Tax Credit (OBPTC)

A 30 per cent refundable tax credit on eligible expenditures to publish and market books by Canadian authors, available to Ontario-based Canadian corporations.

Tax Credit Statistics for 2021-2022

| Tax Credit | Products / Productions Received | Products / Productions Reviewed | Eligible Products / Productions Certified | Total Value of Estimated Tax Credits | Project Value |
|---------------|---------------------------------|---------------------------------|---|--------------------------------------|-------------------------|
| OFTTC | 376 | 287 | 264 | \$178,425,955 | \$981,644,439 |
| OPSTC | 250 | 204 | 203 | \$413,245,065 | \$10,583,532,746 |
| OCASE | 372 | 331 | 310 | \$63,413,170 | \$756,112,802 |
| OIDMTC | 747 | 639 | 566 | \$65,160,757 | \$184,955,797 |
| OBPTC | 441 | 467 | 460 | \$3,195,184 | \$10,892,828 |
| Total* | 2,186 | 1,928 | 1,803 | \$723,440,131 | \$12,517,138,611 |

OCASE and OIDMTC applications are based on the applicant's fiscal year of activity and may include multiple productions. Total Value of Estimated Tax Credits reflects certificates issued in the fiscal year, NOT production activity in that period.

2021-22 Program Recipients

Ontario Creates Film Fund

The Film Fund increases domestic feature film production in Ontario, providing support to Ontario producers for feature film projects in the final stages of development and production financing. In 2021-22, Ontario Creates provided \$5.7 million, supporting 29 production applications, 47 development applications, and 8 marketing and distribution applications. Every dollar invested generated an additional \$26.41 in production financing for films.

2021-22 - Ontario Creates Film Fund - Production - Drama and Animation Recipients

- | | |
|--|---|
| 1. <i>Better Days</i> - 2821899 Ontario Inc. | 10. <i>Midnight At The Paradise</i> - Billfilms Inc. |
| 2. <i>Bloody Hell</i> - The Film Farm Inc. | 11. <i>Night of the ZOMBIES</i> - Copperheart Entertainment |
| 3. <i>Cafe Daughter</i> - 2638107 Ontario Inc. | 12. <i>Queen Tut</i> - Fae Pictures Inc. |
| 4. <i>Crimes of the Future</i> - SPF (Crimes) Productions Inc. | 13. <i>Suze</i> - Wilding Pictures Inc. |
| 5. <i>Desire of the Prey</i> - Elevations Pictures Productions Corp. | 14. <i>The Incident Report</i> - 9699961 Canada Inc. (Low End Inc.) |
| 6. <i>Fidelity</i> - 11636120 Canada Inc. | 15. <i>The King Tide</i> - Resource Films Inc. |
| 7. <i>Hello Stranger</i> - WANGO Films Inc. | 16. <i>Warrior Strong</i> - Darius Films Inc. |
| 8. <i>Humane</i> - Victory Man Productions Ltd. | 17. <i>We Forgot to Break Up</i> - Motel Pictures Inc. |
| 9. <i>Kipkemboi</i> - New Real Films Inc. | 18. <i>Youngblood</i> - Aircraft Pictures Ltd. |

2021-2022 - Ontario Creates Film Fund - Production - Documentary Recipients

- | | |
|--|--|
| 1. <i>Atomic Reaction</i> - Atomic Reaction Films Inc. | 7. <i>Offside: The Harold Ballard Story</i> (fka* <i>Harold Ballard: Power Player</i>) - 2790404 Ontario Inc. |
| 2. <i>Away with Words</i> - 10869317 Canada Inc. | 8. <i>Saving Charlotte's Castle</i> - C7 Castle Productions Inc. |
| 3. <i>BlackFace</i> - Canesugar Mediaworks Ltd. | 9. <i>Sex with Sue</i> (fka* <i>Let's Talk About Sex</i>) - LTAS Productions Inc. |
| 4. <i>Black Ice</i> - First Take Entertainment Ltd. | 10. <i>Speechless</i> - Good Soup Productions Inc. |
| 5. <i>COVEN</i> - 2818039 Ontario Inc. | 11. <i>Wilfred Buck</i> - Door Number 3 Productions Inc. |
| 6. <i>Forêts urbaines: une planche de salut</i> - Productions Testa Inc. | |

2021-22 – Ontario Creates Film Fund – Development Recipients

1. *40 Acres* - Hungry Eyes Media Inc.
2. *72* - Crafthaus
3. *A Fair Fight* - White Eagle Entertainment
4. *Afterwards* - Clique Pictures Inc.
5. *Any Night* - 3 Legged Dog Films Ltd.
6. *Around the World in 300 Days* - Fathom Film Group Ltd.
7. *Barefoot Girls Dancing* - Rhombus Media Inc.
8. *Black Hemlock* - Euclid 431 Pictures Inc.
9. *Blackout* - Lumanity Productions Inc.
10. *Bug Out* - Kavalry Productions Inc.
11. *Choke Cherry Heights* - Unstoppable Urges Productions Ltd.
12. *Chop Suey Nation* - Big Cedar Films Inc.
13. *Chymist* - Anthropoid, Ontario Inc.
14. *Claudia* - 1371097 ONTARIO LTD. (CaribbeanTales)
15. *Daughters of Silence* - Gobez Media Inc.
16. *Dry Clean* - Nava Projects Inc.
17. *From Jamaica to Canada* - Ultramagentic Productions Ltd.
18. *Glitch* - Lumanity Productions Inc.
19. *Golden Age* - Blue Ant Studios Canada Inc.
20. *HUM* - The Dot Film Company Inc.
21. *I Will Not Go Quietly* - Lithium Studios Productions Inc.
22. *Imam* - N5 Pictures Inc.
23. *Internment* - Fifth Ground Entertainment Inc.
24. *Kingdom* - urbansoul Inc.
25. *Long Ride Home* - Mythic Productions Inc.
26. *Phreaker* - Wildling Pictures Inc.
27. *Prince of Hearts* - Lanark Productions Inc.
28. *Rearranging* - MacKinlay Media Inc.
29. *Seven Jamaican Mothers* - Oya Media Group
30. *Sleep Demon* - Conquering Lion Pictures Inc.
31. *Succor* - Aiken Heart Films Inc.
32. *The Great Northern Fish Story* - Striking Balance Inc.
33. *The Green Fuse* - HitPlay Productions Inc.
34. *The Light Princess* - S.N.A.P. Films Inc.
35. *The Long Goodbye* - Akelo Media Corporation
36. *The Outsider* - Velvet Icons Productions Inc.
37. *The Path Travels Me* - Prowler Film Inc.
38. *The President's Daughter* - Quarterlife Crisis Productions Inc.
39. *The Prize* - SDP Entertainment Inc.
40. *The Skyjacker's Son* - Cave 7 Productions Inc.
41. *The Taste of Longing* - Saaren Films Inc.
42. *Through the Sad Wood Our Corpses Will Hang* - Diva Film Productions
43. *We Finally Have A Republic, My Dear* - Don Carmody Television Inc. (DCTV)
44. *Unearthing Canada's Genocide: The Unmarked Graves Project* - 5432 Pale Fox Pictures Inc.
45. *White Creek File* - Motel Pictures Inc.
46. *With Special Guests*- Victory Man Productions Ltd.
47. *Wolf At The Door* - StrømHaus Productions Ltd.

2021-22 Ontario Creates Film Fund Marketing and Distribution Initiative Recipients

- | | |
|--|---|
| 1. <i>A.r.tificial I.mmortality</i> (fka* <i>A.I. God</i>) - Fathom AI Inc. | 4. <i>Night Raiders</i> - Night Raiders East Inc. |
| 2. <i>Flee the Light</i> - Mythic Trips Entertainment Corporation | 5. <i>Run Woman Run</i> - Big Soul Productions |
| 3. <i>Last of the Right Whales</i> (fka* <i>The Urban Whale</i>) - HitPlay Productions Inc. | 6. <i>See For Me</i> - Wilding Pictures Inc. |
| | 7. <i>Slash/Back</i> - Mixtape SB Productions Inc. |
| | 8. <i>Subjects of Desire</i> - Hungry Eyes Media Inc. |

Ontario Creates Interactive Digital Media Fund

The IDM Fund streams, namely Production, Concept Definition, Global Market Development, Discoverability and Commercialization and IDM Futures, invested \$8.5 million in 117 IDM projects. Each dollar invested in production leveraged an additional \$3.46.

IDM Fund: Concept Definition provides support for early-stage activities that will assist the applicant company in moving towards the production of a market-ready content project.

IDM Fund: Production provides IDM content creators with funding for high-quality, original interactive digital media content projects.

2021-22 Ontario Creates Interactive Digital Media Fund - Concept Definition Recipients

- | | |
|----------------------------|--------------------------------|
| 1. 1371097 ONTARIO LTD. | 16. Massive Damage Inc. |
| 2. 2295344 Ontario Inc. | 17. Ocean Mouse Studio |
| 3. Adani Pictures Inc. | 18. Peekapak Inc. |
| 4. A-Game Studios, Inc. | 19. Reptoid Games Inc. |
| 5. Bone Vault Inc. | 20. Reptoid Games Inc. |
| 6. Bussup Media Inc | 21. Resonant Pictures Inc. |
| 7. Chute Apps Inc. | 22. Saptam Studios Corporation |
| 8. Chute Apps Inc. | 23. Scarab Films Inc. |
| 9. Deadly Soap Studio Inc. | 24. Sticky Brain Studios Inc. |
| 10. Devil's Cider Games | 25. Thousand Stars Studio Inc. |
| 11. EcoParent Inc. | 26. Tribe of Pan Inc. |
| 12. Finish Line Games Inc. | 27. UDX Interactive Inc. |
| 13. LaRue Productions Inc. | 28. Vagabond Dog Inc. |
| 14. LoCo Productions Inc. | 29. WholeNote Media Inc. |
| 15. Marble Media Inc. | 30. Yarrow Games Inc. |

2021-22 Ontario Creates Interactive Digital Media Fund - Production Recipients

1. 100 Dragons Media Inc.
2. 1371097 ONTARIO LTD.
3. 2018120 Ontario Inc.
4. 2294462 Ontario Inc.
5. 2294462 Ontario Inc.
6. 2385676 Ontario Inc.
7. 2627822 Ontario Inc.
8. Alientrap Games Inc.
9. Annex Business Media Inc.
10. Backyard Media Inc.
11. Blue Ant Digital Inc.
12. Blue Ant Studios Canada Inc. (fka Saloon Media Inc.)
13. Fathom Film Group Ltd.
14. Finish Line Games Inc.
15. Game Hive Corporation
16. Game Pill Inc.
17. Get Set Games Inc.
18. Gonez Media Inc.
19. Gonez Media Inc.
20. Hop To It Productions Inc.
21. iThentic Canada Inc.
22. Killjoy Games Inc.
23. Kitten Cup Studio Inc.
24. Lazy Legs I 2021 Inc.
25. Lofty Sky Entertainment Inc.
26. Lofty Sky Pictures Inc.
27. Moon Moth Games Inc.
28. N5 Pictures Inc.
29. Obvious Allegory Inc.
30. Phantom Compass Inc.
31. Picnic Game Labs Inc.
32. Picnic Game Labs Inc.
33. Portfolio Entertainment Inc.
34. Scarborough Pictures Inc.
35. Secret Location Inc.
36. Sharp End Studio Inc.
37. Transitional Forms
38. Vérité Films Inc.
39. Visai Games Inc.

IDM Fund: Global Market Development provides IDM companies with support to travel to and attend international markets, to participate in activities that support company growth and produce measurable business and market development results.

2021-22 Ontario Creates Interactive Digital Media Fund: Global Market Development Recipients

- | | |
|------------------------------------|----------------------------------|
| 1. 13AM Games Inc. | 13. Laundry Bear Games Inc. |
| 2. 2385676 Ontario Inc. | 14. Little Guy Games Inc. |
| 3. Apocalypse Studios Inc. | 15. LoCo Productions Inc. |
| 4. Benjamin Rivers Inc. | 16. Mighty Yell Studios Inc. |
| 5. Big Viking Games Inc. | 17. Numismatic Games Corporation |
| 6. Cococucumber Inc. | 18. Phantom Compass Inc. |
| 7. Drinkbox Studios Inc. | 19. PixelNAUTS Inc. |
| 8. Fractal Phase Games Corporation | 20. Riyo Inc. |
| 9. Holy City VR Inc. | 21. Springbay Studio Ltd. |
| 10. Hop To It Productions Inc. | 22. Stitch Media Ontario, Inc. |
| 11. Kristal Clear Productions Inc. | 23. Uken Inc. |
| 12. LaRue Productions Inc. | 24. Vivid Foundry Corporation |

IDM Fund: Discoverability and Commercialization provides funding for marketing activities that will amplify the visibility and financial viability of Ontario Creates-funded interactive digital media projects when they are released or available for sale in the marketplace.

2021-22 Ontario Creates Interactive Digital Media Fund: Discoverability and Commercialization Recipients

- | | |
|------------------------------------|--|
| 1. 100 Dragons Webisodes Inc. | 11. HitGrab Inc. |
| 2. 2294462 Ontario Inc. | 12. iThentic Canada Inc. |
| 3. 2385676 Ontario Inc. | 13. LaRue Productions Inc. |
| 4. A-Game Studios, Inc. | 14. LoCo Productions Inc. |
| 5. Balloon House Productions Inc. | 15. Mighty Yell Studios Inc. |
| 6. Blue Ant Digital Inc. | 16. N5 Pictures Inc. |
| 7. CULTURERUS CORPORATION | 17. Shaftesbury Digital III Inc. |
| 8. Drinkbox Studios Inc. | 18. Snakehead Games Inc. / Les Jeux Tête De Serpent Inc. |
| 9. Embreate Inc. | |
| 10. Guts and Gall Productions Inc. | |

IDM Fund: Futures teaches business, marketing, and pitching skills to up-and-coming digital-media creators and those transitioning to digital from traditional screen content. WIFT-T, Hand Eye Society, Webseries Canada, Afrotopolis Collective and Interactive Ontario run the courses. Ontario Creates awarded grants to six companies for early-stage development work.

2021-22 Ontario Creates Interactive Digital Media Fund: Futures Recipients

- | | |
|--------------------------------|---------------------------------|
| 1. 2BlackWomen Inc. | 4. Pushing Vertices Inc. |
| 2. Adjective Noun Studios Inc. | 5. Representative Entertainment |
| 3. Propel VR Inc. | 6. Sienna Iris Films Inc. |

Ontario Music Investment Fund

Ontario Creates has provided funding to the following successful applicants through the Ontario Music Investment Fund (OMIF). The OMIF invested \$7.0 million in 145 projects. Every dollar invested leveraged an additional \$4.64.

Music Creation

Supporting businesses that take risks discovering and developing talent – particularly emerging artists – and bringing it to market through recording and production, marketing and promotion, touring and showcasing, and publishing.

2021-22 Ontario Music Investment Fund: Music Creation Recipients

- | | |
|---|--|
| 1. 1652181 Ontario Inc. (Red Brick Music Publishing) | 18. Grant Creativity Inc. |
| 2. 22nd Sentry Ltd. | 19. Hand Drawn Dracula Productions Inc. |
| 3. 2519010 Ontario Inc. (Deadbeats) | 20. Howling Turtle Inc. |
| 4. 4112351 CANADA INC. (Hidden Pony Records & Management) | 21. Idée Fixe Records Inc. |
| 5. 8911070 CANADA INC. (HARD Music GROUP) | 22. Ishkode Records Inc. |
| 6. A Tribe Called Red Inc. | 23. ISKWE MUSIC INC. |
| 7. Anthem Entertainment (GP) Inc. | 24. Jayward Artist Group Inc. |
| 8. Arts & Crafts Productions Inc. | 25. Jully Black Entertainment Inc. |
| 9. Bedtracks Inc. | 26. Kingsway Records Inc. |
| 10. Black Box Recordings Inc. | 27. Linus Entertainment Inc. |
| 11. Care of Management Inc. (Partners Record Label) | 28. MajesticSilk Inc. |
| 12. CLK Creative Works Inc. | 29. MapleCore Ltd. |
| 13. Coalition Music Inc. | 30. MDM Recordings Inc. |
| 14. Curve Music Inc. | 31. Mighty Gang Inc. |
| 15. Dine Alone Music Inc. | 32. Mont Royal Records Inc. (Royal Mountain Records) |
| 16. Do Right Music Inc. | 33. Nagamo Publishing Inc. |
| 17. Foreseen Entertainment Inc. | 34. Open Road Music Inc. |

-
35. Outside Music Inc.
 36. Pandyamonium Management Inc. (Arthaus)
 37. Paper Bag Records Inc.
 38. Peter Cardinali Productions Inc.
 39. Pirates Blend Records Inc.
 40. Purple Hive Entertainment Inc. (LaFab Musique)
 41. Q&A Music Rights Administration Inc.
 42. Red Music Rising Inc.
 43. Royal Music Gang
 44. Six Shooter Records Inc.
 45. Sonic Unyon Records Ltd.
 46. Sony Music Entertainment Canada Inc.
 47. STORMING THE BASE & ARTOFFACT RECORDS INC.
 48. Sunny Jam Records Inc.
 49. Telephone Explosion Records Ltd.
 50. The K Group Inc.
 51. The Line Group Inc.
 52. Unique Applause Inc.
 53. Universal Music Canada Inc.
 54. Warner Music Canada Co.
 55. Wax Records Inc.
 56. Witch Prophet
 57. X10 Entertainment Inc.

Music Industry Initiatives

Supporting industry organizations that undertake professional development/training and export activities, conduct industry analysis/data gathering and build regional capacity.

2021-22 Ontario Music Investment Fund: Music Industry Initiatives Recipients

- | | |
|--|---|
| 1. Advance, Canada's Black Music Business Collective | 17. Le Carrefour francophone de Sudbury |
| 2. Association des professionnels de la chanson et la musique (APCM) | 18. Manifesto Community Projects Inc. |
| 3. Axé Worldfest | 19. Music Managers Forum Canada |
| 4. Canadian Country Music Association | 20. Northstarr Entertainment Inc. (Northern Power Summit) |
| 5. Canadian Independent Music Association (CIMA) | 21. Ontario Musicians Co-operative Inc. |
| 6. Canadian Independent Music Association (Music Ontario) | 22. Ottawa Music Industry Coalition La Coalition de l'industrie de la Musique D'Ottawa (OMIC) |
| 7. Canadian Live Music Association | 23. PhemPhat Entertainment Group (Honey Jam) |
| 8. Canadian Music Publishers Association (Music Publishers Canada) | 24. Réseau Ontario des arts de la scène Inc. |
| 9. Canadian Music Week Inc. | 25. Screen Composers Guild of Canada |
| 10. Country Music Association of Ontario | 26. SING! The Toronto Vocal Arts Festival |
| 11. Cranium Arts Project | 27. Small World Music Society (Global Toronto) |
| 12. Folk Music Ontario | 28. The Canadian Academy of Recording Arts and Sciences |
| 13. Forest City London Music Awards (SoundCheck for Success) | 29. The International Love Project (Digital Innovation Program) |
| 14. Grant Creativity Inc. (Imagine summit) | 30. Toronto Blues Society |
| 15. Indie Week Inc. | 31. Venus Fest Inc. |
| 16. Indigenous Music Alliance | 32. We Are Busy Bodies Inc. (The Cylinder Project) |

2021-22 Ontario Music Investment Fund: Global Market Development for Music Managers Recipients

- | | |
|---|--|
| 1. 1388142 Ontario Inc. (Global Creative Partners) | 10. Starfish Entertainment Inc. |
| 2. 1941105 Ontario Inc. (Northside Artist Management) | 11. Starseed Entertainment, Inc. |
| 3. 2718770 Ontario Inc. (Made With Pencil Crayons) | 12. The Cabin Music Company Inc. (Good People Artist Management) |
| 4. CultureCap Inc. | 13. Valeo Arts Management Inc. |
| 5. Eggplant Entertainment Inc. | 14. Victory Pool Inc. |
| 6. Kelp Records Corporation | 15. Wednesday Management Inc. |
| 7. More Music Management Ltd. | 16. YAIGC Inc. |
| 8. Noisemaker Presents Inc. | 17. Zed Music Inc. |
| 9. O3 Entertainment Inc. | |

Live Music

Supporting businesses and organizations that produce or promote live music events featuring Canadian artists including eligible music festivals and concert series.

2021-22 Ontario Music Investment Fund: Live Music Recipients

- | | |
|---|---|
| 1. 5025831 Ontario Inc. (NEXT.O Productions Inc.) | 21. Niagara Jazz Festival |
| 2. 6501834 Canada Inc. (Spectrasonic) | 22. Noisemaker Presents Inc. |
| 3. AFROWAVETO | 23. Northern Lights Festival Boréal |
| 4. Ashkenaz Foundation | 24. Ontario Festival of Small Halls |
| 5. Beaches Jazz Festival Society | 25. Peterborough Folk Festival |
| 6. Bravo Niagara! Festival of the Arts | 26. Platform Entertainment Inc. |
| 7. Canadian Chamber Academy | 27. Prism Events Inc. |
| 8. CCMC Music Gallery | 28. River & Sky Arts in the Woods |
| 9. Country Music Association of Ontario | 29. Sawdust City Music Festival |
| 10. Cranium Arts Project | 30. Songwriters Association of Canada |
| 11. Cultivate Community Non Profit Services | 31. Sonic Unyon Records Ltd. |
| 12. Debaser | 32. South Coast Cultural Society |
| 13. Franco-Fête de la communauté urbaine de Toronto | 33. Southside Shuffle Blues and Jazz Festival |
| 14. Georgian Bay Folk Society | 34. The Canadian Arabic Orchestra |
| 15. Hey Bear Productions Inc. | 35. The Corporation of Massey Hall and Roy Thomson Hall |
| 16. Indie Week Inc. | 36. UMA Foundation |
| 17. Kingston Punk Productions | 37. Uma Nota Music and Production |
| 18. London Committee For Cross Cultural Arts Inc. | 38. Venus Fest Inc. |
| 19. Lula Music and Arts Centre | 39. Wavelength Music Arts Projects |
| 20. Manifesto Community Projects Inc. | |

AcceleratiON

Ontario Creates has provided \$300,000 in funding to the following 32 successful applicants through the AcceleratiON program for Black and Indigenous music entrepreneurs.

2021-22 AcceleratiON Recipients

1. 50/50 Performing Arts Collective
2. 512 Ent Inc.
3. Also Known Worldwide
4. BLNK Music
5. Chad Price Music
6. DopeQuality Production
7. Dreamspace Creative Inc.
8. Emergence Music Distribution Inc.
9. Ensemble Non-Profit
10. Golly Geng Inc.
11. Impact Gospel Recordings
12. IndigenEd
13. Kuruza World Corporation
14. Made in Sauga Inc.
15. Morning Star Audio
16. Morojele Music Group Inc.
17. New Sun Records Inc.
18. Pagliacci Studios Inc.
19. QLiiO Media Inc.
20. Ransom Management Group
21. RNB Radar Inc.
22. SamSound Productions
23. SHIFTER Agency Inc.
24. Showzaço Artistic Productions
25. Skip2Fame Music Group Inc.
26. SLMN MUSIC INC.
27. StereoVisual
28. The Come Up Show
29. The HOOK & Company
30. The Hungry Gyal
31. The JAMVICK Group
32. TNB Beatz Productions

Ontario Creates Book Fund

The Book Fund supports the business development of independent Ontario-based book publishers by providing funding for marketing initiatives and activities that enable them to build on their capacity to achieve business development goals. The Book Fund, including Ontario Author Tour Support, invested \$2.4 million in 32 projects and leveraged an additional \$0.73 for every dollar invested.

2021-22 Ontario Creates Book Fund Recipients

1. 406772 Ontario Ltd. (Black Moss Press)
2. Annick Press Ltd.
3. Between the Lines Inc.
4. Biblioasis Inc.
5. BookThug Inc.
6. Brick Books Inc.
7. Broadview Press Inc.
8. Coach House Books Inc.
9. Cormorant Books Inc.
10. CSP Books Inc.
11. Dundurn Press Ltd.
12. ECW Press Ltd.
13. Firefly Books Ltd.
14. Greenwood Books Ltd.
15. Guernica Editions Inc.
16. House of Anansi Press Inc.
17. Howard Aster & Associates Corp. Ltd.
18. Inanna Publications and Education Inc.
19. Invisible Publishing Collective Inc.
20. James Lorimer & Company Ltd.
21. Kids Can Press Ltd.
22. Latitude 46 Publishing Inc.
23. Les Éditions L'Interligne
24. Owlkids Books Inc.
25. Pajama Press Inc.
26. Pembroke Publishers Ltd.
27. Prise de parole Inc.
28. Robert Rose Inc.
29. Second Story Feminist Press Inc.
30. Thompson Educational Publishing Inc.
31. University of Toronto Press
32. Wilfrid Laurier University Press

Ontario Creates Magazine Fund

The **Magazine Fund** supports the success and growth of independent Ontario-based magazine publishers by supporting the creation and implementation of new strategic initiatives that help achieve business development and/or marketing objectives. The Magazine Fund invested \$2.0 million in 44 projects. Each dollar invested leveraged an additional \$0.95.

2021-22 Ontario Creates Magazine Fund recipients

1. 1059434 Ontario Inc./Exclaim!
2. 2294462 Ontario Inc./Bay Street Bull
3. Actual Media Inc.
4. Annex Publishing and Printing Inc.
5. Azure Publishing Inc.
6. Brunico Communications Ltd.
7. BRZ GROUP INC.
8. ByBlacks.com Inc.
9. Canadian Abilities Foundation
10. Canadian Home Publishers Inc.
11. Canvet Publications Ltd.
12. Cottage Life Media a division of Blue Ant Media Partnership
13. CULTURERUS CORPORATION
14. Cypress Ave. Inc.
15. EcoParent Inc.
16. Environmental Science & Engineering Publications Inc.
17. Grippped Publishing Inc.
18. Inuit Art Foundation
19. iQ Business Media Inc.
20. Literary Review of Canada
21. Marked Business Media Inc.
22. Media Matters Inc.
23. Michelle Andrea Sampson
24. MonoLog Communications Inc.
25. Museland Media Inc.
26. Newcom Media Inc.
27. Observer Publications Inc.
28. Opera Canada Publications
29. Our Times Labour Publishing Inc.
30. Outpost Inc.
31. Rapid Magazine Inc.
32. Red Maple Foundation
33. Riptide Resources Inc.
34. Roustan Media Ltd/Hockey News
35. Salon Communications Inc.
36. Shelter Fell Publications Inc.
37. Skynews Inc.
38. Spacing Media Inc.
39. Taste of Life Culture Group
40. The Walrus Foundation
41. Turnkey Media Solutions Inc.
42. Twenty Two Media Group Ltd.
43. Verge Magazine Inc.
44. Vuepoint IDS Inc.

Ontario Creates Export Fund

Ontario Creates provided 105 companies from the book and film and television industries with \$1.1 million to pursue international business development activities. In the 2019-20 fiscal year, companies receiving export support generated more than \$149 million in sales—a return of \$125.12 for every dollar invested.

2021-22 Ontario Creates Export Fund - Book Recipients

- | | |
|----------------------------|--|
| 1. Annick Press Ltd. | 16. House of Anansi Press Inc. |
| 2. Between the Lines Inc. | 17. Howard Aster & Associates Corp. Ltd. |
| 3. Biblioasis Inc. | 18. Inanna Publications and Education Inc. |
| 4. Bookland Press Inc. | 19. Invisible Publishing Collective Inc. |
| 5. BookThug Inc. | 20. James Lorimer & Company Ltd. |
| 6. Brick Books Inc. | 21. Kids Can Press Ltd. |
| 7. Broadview Press Inc. | 22. Owlkids Books Inc. |
| 8. Coach House Books Inc. | 23. Pajama Press Inc. |
| 9. Cormorant Books Inc. | 24. Pembroke Publishers Ltd. |
| 10. CSP Books Inc. | 25. Robert Rose Inc. |
| 11. Dundurn Press Ltd. | 26. Second Story Feminist Press Inc. |
| 12. ECW Press Ltd. | 27. Sutherland House Inc. |
| 13. Firefly Books Ltd. | 28. University of Toronto Press |
| 14. Greenwood Books Ltd. | 29. Wilfrid Laurier University Press |
| 15. Guernica Editions Inc. | |

2021-22 Ontario Creates Export Fund – Film and TV Recipients

- | | |
|---|--|
| 1. 10237981 Canada Inc. (o/a Pelee Entertainment) (Pelee Entertainment) | 12. Blue Ant Studios Canada Inc. (Blue Ant Studios Canada Inc. (dba Saloon Media and Look Mom! Productions)) |
| 2. 1207554 Ontario Inc. (In Sync Media) | 13. Brian Power Studio Inc. |
| 3. 1432146 Ontario Ltd. o/a Proximity Films | 14. Bunk 11 Pictures Inc. |
| 4. Aiken Heart Films Inc. | 15. Cameron Pictures Inc. |
| 5. Alibi Entertainment Inc. | 16. CineFocus Canada Productions Inc. |
| 6. Allpar Productions Inc. | 17. Clique Pictures Inc. (Clique Pictures) |
| 7. Alyson Richards Productions Inc. | 18. Clumsy Ophelia Productions Inc. (Clumsy Ophelia Productions Inc.) |
| 8. ANMS Media Inc. | 19. Conquering Lion Pictures Inc. |
| 9. Antica Productions Ltd. | 20. Corrib Entertainment Inc. |
| 10. Banger Media Inc. | |
| 11. BGM Inc. (BGM Inc.) | |

21. Craffthaus Ltd.
22. Cream Productions Inc.
23. Devonshire Productions Inc.
24. Don Carmody Television Inc. (DCTV)
25. Epic Story Media Inc. (Epic Story Media)
26. Euclid 431 Pictures Inc.
27. Fae Pictures Inc.
28. Fear and Desire Productions Inc. (Fear and Desire Productions)
29. Fella Films Inc. (Thomas Michael)
30. Fifth Ground Entertainment Inc. (Fifth Ground Entertainment)
31. Film Forge Productions Inc. (Film Forge)
32. Firestarter Productions Inc.
33. Forte Entertainment Inc.
34. GAPC Entertainment Inc.
35. Good Soup Productions Inc.
36. Hawkeye Pictures Inc.
37. High Dive Media Inc.
38. Inner City Development Inc.
39. January Films Ltd.
40. MacLaren Productions Inc.
41. Marble Media Inc.
42. Markham Street Films Inc.
43. Middle Child Films Inc.
44. Milkcow Media Inc. (Milkcow Media Inc.)
45. Monkeys & Parrots Corporation
46. Motel Pictures Inc.
47. Muse Entertainment (Ontario) Inc.
48. N5 Pictures Inc.
49. Night Market Films Inc. (Night Market Films Inc.)
50. No Trace Camping Productions Inc.
51. Nomad Films Inc.
52. Pivotal Media Inc.
53. Primitive Entertainment Inc.
54. Quarterlife Crisis Productions Inc.
55. Reallife Pictures Inc.
56. Red Queen Productions Inc.
57. RTR Media Inc. (RTR MEDIA, INCOME PROPERTY, BURN MY MORTGAGE)
58. SC Productions Inc.
59. Scythia Films Inc.
60. Serendipity Point Films Inc.
61. Sienna Films Inc.
62. Six Island Productions Inc.
63. SK Films Inc.
64. Stellar Citizens Inc.
65. Storyline Entertainment Inc.
66. Substance Productions Inc.
67. Sucker Busters Films Inc.
68. The Film Farm Inc.
69. True-Sail Production and Motion Pictures Inc.
70. Vérité Films Inc.
71. Vitality Media Productions Inc.
72. WANGO Films Inc. (WANGO Films)
73. Woods Entertainment Canada Inc.
74. YAP Films Inc. (YAP FILMS INC)
75. YN Films Inc. (YN Films)
76. Z films Inc. (zfilms)

Industry Development Program

Ontario Creates provides support to Ontario's cultural entrepreneurs by partnering with established trade and event organizations to offer initiatives, events and activities that stimulate the growth of the cultural media industries. These initiatives must promote the potential for measurable commercial transactions or other business-focused opportunities for Ontario companies that create and sell content in the book and magazine, film and television, and interactive digital media industries and any combination of these industries. Ontario Creates supported 65 initiatives with an investment of \$1.7 million.

2021-22 Industry Development Program Recipients

1. ADVANCE Canada's Black Music Business Collective - Cross-Sector Anti-Racism Training
2. Amplifia - IDM Fund Futures Workshop
3. Association of Canadian Publishers- 49th Shelf
4. Atlantic Film Festival Association- FIN Partners CNXN
5. Black Screen Office - Being Seen
6. Blood in the Snow Canadian Film Festival - Blood in the Snow Film Festival + Deadly Exposure
7. Book and Periodical Council - Book Summit 21
8. Breakthroughs Film Festival - Web Series Workshop
9. Canadian Film in the Schools - REEL CANADA
10. Canadian Film Institute/Ottawa International Animation Festival - The Animation Conference
11. Canadian Film Institute/Ottawa International Animation Festival - IFFO Screen Summit
12. Canadian Multicultural Heritage Council - CMHC Film Workshop and Masterclass Learning Series 2021
13. Canadian Multicultural Heritage Council - IFFSA Talent Fund - Bright Lights Program 2021
14. CaribbeanTales Worldwide Distribution Inc. - CREATORS OF COLOR INCUBATOR (CCI)
15. Centre for Aboriginal Media - imagineNATIVE Industry Days 2021
16. Centre for Aboriginal Media - Indigenous Digital Development Day
17. Cinefest; The Sudbury Film Festival Inc. - Cinema Summit / Industry Forum
18. City of Toronto - ESports Research
19. Dames Making Games Social Technology Development Group - DMG Damage Initiatives
20. Documentary Organization of Canada - DOC Business
21. Documentary Organization of Canada - Producers Exchange
22. Forest City Film Festival - The Ontario Screen Creators Conference
23. Gamma Space Collaborative Studio - Community Driven Studio Accelerator
24. Hand Eye Society - Wordplay 2021
25. Hand Eye Society - Comics x Games 2021
26. Hand Eye Society - IDM Fund Futures
27. Hot Docs - Hot Docs 2022 Industry Market Activities
28. Hot Docs - Hot Docs 2021 Market Activities
29. Indigenous Screen Office - Below the Line Mentorship Program 2022
30. Inside Out Lesbian and Gay Film and Video Festival Inc. - Inside Out 2021 LGBTQ Film Finance Forum
31. Interactive Ontario Industry Association - Keynote & Master Series to Upskill and Connect
32. Interactive Ontario Industry Association - Digital Hub

33. Interactive Ontario Industry Association - IDM Fund Futures
34. International Readings at Harbourfront - 2021 International Visitors (IV) Programme 14th edition
35. Italian Contemporary Film Festival - ICFF Industry Day
36. Magazines Canada - Retail Distribution Service for Ontario Magazines
37. National Magazine Awards Foundation - Diversity, Mentoring and Magazine Masterclasses
38. Oakville Festivals of Film and Art - Industry Days 2021
39. Open Book Foundation - Open Book Editorial Expansion
40. Organization of Book Publishers of Ontario - OLA Super Conference
41. Organization of Book Publishers of Ontario - Diverse Intern Initiative 2022
42. Organization of Book Publishers of Ontario - 49th Teachers and Top Grade Marketing
43. Planet in Focus: International Environmental Film & Video Festival - The Planet in Focus Industry Conference 2021
44. ReelWorld Film Festival Inc. - Emerging 20 Initiative and AccessReelworld International Marketing
45. Salon du livre de Toronto - 29e Salon du livre de Toronto
46. The Female Eye Film Festival - 20th Anniversary Female Eye Film Festival - Industry Initiatives
47. The FOLD Foundation - The 2022 Festival of Literary Diversity
48. The FOLD Foundation - The 2021 Festival of Literary Diversity and the 2021 FOLD Kids Bookfest
49. Toronto Black Film Festival - Being Black in Toronto
50. Toronto Book and Magazine Festival - WOTS Weekly Features and Vibrant Voices of Ontario virtual stream
51. Toronto Game JamToronto Game Jam - TOJam: 2020
52. Toronto International Film Festival Inc.- TIFF Film Circuit 2021
53. Toronto International Film Festival Inc. - TIFF Industry Conference 2021
54. Toronto Reel Asian International Film Festival - Reel Ideas Industry Program
55. Webseries Canada - OC-CONNECT 2021
56. Webseries Canada - IDM Fund Futures
57. Women in Film & Television Toronto - Business Booster Series
58. Women in Film & Television Toronto - TV Concept Development Program
59. Women in Film & Television Toronto - Intermediate Production Accounting and Tax Credits
60. Women in Film & Television Toronto - Corus Media Management Accelerator (CMMMA)
61. Women in Film & Television Toronto- Introduction to Entertainment Law
62. Women in Film & Television Toronto - Pitch Workshop
63. Women in Film & Television Toronto - Scripted Digital Series Incubator
64. Women in Film & Television Toronto - IDM Fund Futures
65. York Region Arts Council - Artrepreneur

Ontario Creates Business Intelligence Program

Ontario Creates offers financial support to incorporated not-for-profit industry organizations undertaking business intelligence initiatives relevant to the growth of one or more content-creating sectors in Ontario. In 2021-22, Ontario Creates awarded \$275,000 invested to 10 applications.

2021-22 Ontario Creates Business Intelligence Program Recipients

1. Advance, Canada's Black Music Business Collective - *Diversity Analysis and Value of Black Music in Canada*
2. Black Screen Office - *Being Heard: Black Canadians in the Canadian Screen Industries*
3. Canadian Live Music Association - *The Future is Beginning Now: Supporting the Evolution of Live Music Presentation in Ontario*
4. Canadian Music Publishers Association - *Future of Work: Attracting and Retaining Talent in the Music Industry*
5. Cultural Industries Ontario North (CION) - *Film Studio Facility Impact Study - Market and Workforce Development*
6. Interactive Ontario - *Scaling Up Video Game and IDM Companies: International Best Practices*
7. Kingston Economic Development Corporation (KEDCO) - *Hyperlocal Original Screen-Based Content*
8. Supercrawl Productions - *Hamilton Music Industry Study*
9. The Directors Guild of Canada - *The Digital Media Universe: Measuring the Revenues, Audiences and the Future Prospects*
10. Wavelength Music Arts Projects - *Reimagining Music Venues*

Board of Directors

April 1, 2021 – March 31, 2022

Ontario Creates is governed by a Board of Directors appointed by the Lieutenant Governor-in-Council, who designates the Chair and Vice-Chair from among the appointed members. The Board of Directors had up to 14 members and met regularly throughout the fiscal year.

Aaron Campbell, Chair

*Chief of Staff & Vice President, Corporate Affairs,
Strategy & Sustainability*

Liquor Control Board of Ontario (LCBO)

- Appointed Chair February 28, 2019
- Reappointed Chair February 28, 2022
- Term ends February 27, 2025

Roger Nair, Vice Chair

Filmmaker and CEO

Lionheart Production House

- Appointed Vice Chair, October 7, 2021
- Term ends October 6, 2024

Diana Arajs

President

Poise Communications

- Appointed June 6, 2019
- Reappointed February 17, 2022
- Term ends February 16, 2025

Michael Ceci

Chief of Staff

Bennett Jones LLP

- Appointed April 11, 2019
- Term ends April 10, 2022

Santina Colalillo

Independent Music Executive

Vice-President, F.A.M. Production Inc.

- Appointed April 16, 2020
- Term ends April 15, 2023

Aldo Di Felice

President

TLN Media Group (TMG)

- Appointed May 6, 2021
- Term ends May 5, 2024

Philip Forte

Client Executive

Bell Canada Business Markets

- Appointed July 9, 2020
- Term ends July 8, 2023

Vincent Georgie

Associate Vice-President

University of Windsor;

Executive Director and Chief Programmer

Windsor International Film Festival

- Appointed October 7, 2021
- Term ends October 6, 2024

Peter-Julian Lee

Vice President, Business Solutions

ICON Media Communications Inc.

- Appointed July 8, 2021
- Term ends July 7, 2024

Yura Monestime

*Former Director, Academic Operations for Art and Design
and, Business Development*

Canadore College

- Appointed May 20, 2021
- Term ends May 19, 2024

Edith Myers

President

CEI Management

Chief Financial Officer

Piazza Entertainment Ltd.

- Appointed July 26, 2019
- Term ends July 25, 2022

Rekha Shah

Vice President Client Relations

ViacomCBS

- Appointed October 7, 2021
- Term ends October 6, 2024

Jody Sugrue

Divisional Vice President

Hudson's Bay

- Appointed July 29, 2021
- Term ends July 28, 2024

Holly Thompson

CPA, CA, Director, Consulting & Deals

PwC Canada

- Appointed March 4, 2022
- Term ends March 3, 2025

Board of Directors Remuneration

| Appointee | Total Annual Remuneration | Per Diem Remuneration Rate |
|---------------------------|---------------------------|----------------------------|
| Aaron Campbell, Chair | \$1,300 | \$200 |
| Roger Nair, Vice Chair | \$450 | \$150 |
| Diana Arajs, Member | \$500 | \$125 |
| Michael Ceci, Member | \$875 | \$125 |
| Santina Colalillo, Member | \$562.50 | \$125 |
| Aldo Di Felice, Member | \$375 | \$125 |
| Philip Forte, Member | \$562.50 | \$125 |
| Vincent Georgie, Member | \$312.50 | \$125 |
| Peter-Julian Lee, Member | \$437.50 | \$125 |
| Yura Monestime, Member | \$437.50 | \$125 |
| Edith Myers, Member | \$875 | \$125 |
| Rekha Shah, Member | \$312.50 | \$125 |
| Jody Sugrue, Member | \$312.50 | \$125 |

The total remuneration to the Board of Directors for the fiscal year ending March 31, 2022, was \$7,312.50.

Operational Performance, Outcome and Output-based Measures, Targets Achieved and Action to Be Taken When Not Achieved

Performance measures for the agency have been developed to provide regular feedback on whether the funds, programs, and other activities are meeting their objectives. The agency's outcome and output-based performance measures were updated in 2017-18 to support the rollout of the current strategic plan. Select measures were added or changed in 2018-19 to reflect new activities and methodological changes in source data. New COVID-19 related measures were added in 2020-21 and updated in 2021-22.

Ontario Creates met or exceeded most 2021-22 performance targets, noting the following:

- Leverage value targets for all funds and tax credits were exceeded in 2021-22. Leverage value refers to the additional amount of spending generated for each dollar invested by Ontario Creates. Notably, Film Fund (Production) leverage value, at \$26.41, was 33 per cent higher than in 2020-21, indicating that project budgets were larger than anticipated. For most funds and tax credits, leverage value not only surpassed this year's targets but also the two prior years of results (with the exception of OMIF, where leverage value came in slightly below 2020-21 levels).
- Film and television productions shot in Ontario significantly exceeded projections, in particular on the domestic side where both the number and value of production was more than four times expected levels, as pent-up production moved ahead following a period of restrictions. LA-Office-assisted productions also greatly outperformed expectations, with production value reaching \$1.0 billion. Projections were based on the assumption that recovery from COVID-19 would be slower.
- Ontario Creates total media impressions (other than Trillium Book Award) were just shy of the 50 million target, at 48.3M. However, Trillium Book Award media impressions were more than double 2020-21 levels, and comparable to 2019-20 results, at 135.7M. Social media engagement was strong, with over 4,400 new subscribers gained across the agency's various social media channels.
- Many of the goals under Strategic Goal #3 (Collaboration and Innovation) were met or exceeded, such as the number of industry development initiatives led or supported by Ontario Creates, and the number of business connections and leads made by participants. Foreign markets at which participants are supported through export marketing activity support fell short of the 150 target at 117, as travel continued to be restricted during this fiscal year. Similarly, two collaboration initiatives were undertaken, versus four events anticipated. The value of deals and options emerging from the collaboration events that did take place was particularly strong, however, with Business is Better with Music driving record results of \$173,750 in deals made as a result of collaboration activities.
- In the business intelligence area, 11 projects were released, more than the expected eight. Several targets were not achieved related to number of profiles updated, unique views of the profiles, new documents added to the Online Research Library, and views of the business intelligence bulletin. A lower staff complement in the Research unit over much of the fiscal year affected the unit's output.

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- Average turn-around time across all tax credits was quicker than expected, at an average of 16.5 weeks against a target of 25.0 weeks.
- While the time a file spent actively in analysis inched up to 5.7 weeks, the amount of time files spent in queue before analysis began, shrank considerably by 10 1/2 weeks. Fewer products were reviewed this fiscal as certain streamlining activities initiated at the outset of the COVID-19 pandemic were phased out (1,928 products were reviewed, compared to an expected 2,700).

How Risk Events and Other Significant Factors Experienced by the Agency Impacted Results

Ontario Creates tracks key risks on an ongoing basis and submits quarterly risk assessment reports to the Ministry of Tourism, Culture and Sport (MTCS) concerning risk factors, impact, and associated mitigation strategies. Rating and reporting is conducted in accordance with the OPS Enterprise Risk Management (ERM) Directive. The agency's full risk register is made public in its annual Business Plan.

As of Q4 2021-22, the agency was tracking thirteen risks, of which two were medium-high, three were medium and eight were deemed low. (Note: The risk rating is assigned based on residual risk after considering mitigation strategies.)

Significant risks facing the agency and the creative industries in 2021-22 included the following:

COVID-19 (Medium-High)

- In 2021-22, Ontario Creates continued to track the risk that due to COVID-19, agency programs and services may not provide adequate support to the province's creative industries, who have faced increased costs, requirements to shut down for prolonged periods, inability to travel and a range of other challenges.
- As a mitigating strategy, the agency continued to offer flexibility on program delivery dates and eligible events, and COVID-specific funds were allocated to assist with recovery efforts.

Changing Regulatory and Technological Environment (Medium-High)

- The creative industries are rapidly evolving as a result of new technologies, regulatory rules and the impacts of COVID-19, which have exacerbated some long-term trends and accelerated the pace of change. Ontario Creates strives to ensure that its programs and services are responsive to the current business environment for the creative industries, and regularly reviews and updates its programs to continue attracting projects to the jurisdiction and to support retention. However, some measures, such as making changes to tax credit frameworks, are not within the agency's control, and there remains a risk that programs will not adapt at the required pace or in the manner necessary to deliver maximum economic benefits to the province.
- The agency supports business intelligence work and has regular dialogue with its Industry Advisory Committees to remain informed about how the industries are evolving. Program parameters are regularly reviewed and updated as the environment changes and the agency works with partners at the Ministry of Tourism, Culture and Sport, and the Ministry of Finance to discuss opportunities to ensure tax credit legislation and regulation are aligned to best support the industries through changes.

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Ensuring Services Meet Demand (Medium)

- Increased demand on Ontario Creates' services due to growth of creative industries sectors may lead to slow customer service and dissatisfied stakeholders if resourcing is unable to keep up with increased demand.
- In order to ensure Ontario Creates can meet growth in industry demand, the agency engages in ongoing business process improvements to gain efficiencies. Recently, the agency implemented many of the recommendations in the review of tax credit processes. Additional FTEs and temporary tax credit processing changes have reduced the application queue and reduced processing time. Together, these measures ensure a continued high level of customer service quality.

Risk of Judicial Reviews (Medium)

- Judicial reviews and other legal proceedings between unsuccessful tax credit applicants and the government may require significant staff time, and depending on the court rulings, could have serious policy and financial implications for the government.
- Ontario Creates ensures that staff are well-trained and experts on the tax credit eligibility requirements. The agency liaises with the Legal Services Branch of the Ministry of Tourism, Culture and Sport (MTCS) and Crown Law Office – Civil as needed. An additional mitigating strategy the agency has proposed is adding a privative clause to tax credit legislation.

Maintaining Ontario's Competitiveness as a Jurisdiction for the Creative Industries (Medium)

- Changing federal telecommunications and culture policy (e.g. Broadcast and Telecommunication Legislative Review; Bill C-11), could create a disconnect between federal and provincial policies, which may make Ontario a less desirable jurisdiction for content creating companies.
- The agency regularly scans the environment and monitors policy discussions in order to assess any impacts that could reduce Ontario's competitiveness and communicates any potential misalignments that could jeopardize Ontario's position to the Ministry of Tourism, Culture and Sport (MTCS).

Ontario Creates 2021-22 Performance Measures

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|---|-------------------|-------------------|-------------------|-------------------|--------|
| Strategic Goal #1: STIMULATE ECONOMIC GROWTH AND EMPLOYMENT | | | | | |
| 1. Estimated value of Tax Credits (millions) | \$600 | \$723 | \$690 | \$621 | |
| 2. Leverage Value (additional amount of financing generated for each dollar invested by Ontario Creates) | | | | | |
| a) Investment through all six Tax Credits | \$10.00 | \$16.30 | \$14.53 | \$13.59 | |
| b) Investment through Book Fund | \$0.60 | \$0.73 | \$0.65 | \$0.60 | |
| c) Investment through Film Fund (Production) | \$18.00 | \$26.41 | \$19.73 | \$18.49 | |
| d) Investment IDM Fund (Production) | \$2.00 | \$3.46 | \$2.75 | \$2.17 | |
| e) Investment through Magazine Fund | \$0.70 | \$0.95 | \$0.92 | \$0.70 | |
| f) Investment through Ontario Music Investment Fund (OMIF) | \$4.50 | \$4.64 | \$5.09 | \$5.84 | |
| g) Investment through Business Intelligence Program | \$0.90 | \$2.14 | \$1.31 | \$0.91 | |
| 3. Return on Investment (sales earned for every dollar invested by Ontario Creates) | | | | | |
| a) Book Fund | \$2.00 | Note 2 | \$4.63 | \$5.54 | |
| b) Export Funding (Export Fund and IDM Fund: Global Market Development) | \$100.00 | Note 2 | \$224.88 | \$95.63 | Note 9 |
| c) IDM Fund: Marketing Support | \$2.00 | Note 2 | \$2.52 | \$3.22 | |
| d) Magazine Fund | \$0.75 | Note 2 | \$3.91 | \$0.52 | |
| 4. Ontario Music Investment Fund Economic Growth and Employment Indicators | | | | | |
| a) Increased company gross revenue as a result of the OMIF (millions) | \$45.00 | Note 2 | Note 2 | (\$14.30) | Note 4 |
| b) Private sector investment and equity secured as a result of the OMIF support (millions) | \$12.75 | Note 2 | Note 2 | \$11.58 | Note 4 |
| c) Jobs created and/or retained through OMIF projects (FTEs) | 500 | Note 2 | Note 2 | 478 | Note 4 |
| 5. Other Economic Growth and Employment Indicators | | | | | |
| a) Weeks of work created and/or retained through IDM Fund and Film Fund projects | 20,000 | 25,300 | 24,415 | 32,625 | |
| b) Job Creation Index (# of jobs per million dollars of Ontario Creates support) | N/A | Note 8 | Note 8 | Note 8 | |
| c) Job Quality Index (average wage per job) | N/A | Note 8 | Note 8 | Note 8 | |
| d) Economic ROI Index (GDP per dollar of Ontario Creates support) | N/A | Note 8 | Note 8 | Note 8 | |
| e) Investment Leverage (private sector funding per dollar of Ontario Creates support) | N/A | Note 8 | Note 8 | Note 8 | |

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|---|----------------|----------------|-------------------------|-------------------------|--------|
| Strategic Goal #2: PROMOTE THE INDUSTRIES | | | | | |
| 1. Film and Television Production | | | | | |
| a) Number of film and television productions that shoot in Ontario | 80 | 151 | 104 | 170 | |
| Domestic | 20 | 83 | 61 | 102 | |
| Service | 60 | 68 | 43 | 68 | |
| b) Value of film and television productions that shoot in Ontario (millions) | \$924 | \$1,793 | \$1,246 | \$1,638 | |
| Domestic | \$124 | \$520 | \$370 | \$674 | |
| Service | \$800 | \$1,273 | \$876 | \$964 | |
| c) Number of actively scouting domestic and service productions accessing Ontario Creates scouting services | 75 | 105 | 114 | 140 | |
| 2. Los Angeles Office | | | | | |
| a) Number of leads developed by L.A. Office | 60 | 110 | 112 | 110 | |
| b) Number of L.A. Office-assisted projects that shoot in Ontario | NEW | 57 | New Measure as of 21/22 | | Note 5 |
| c) Value of L.A. Office-assisted projects that shoot in Ontario (millions) | \$400 | \$1,000 | \$969 | \$654 | |
| 3. Social Media Influence | | | | | |
| a) Sysmos score | 8/10 | 8/10 | 8/10 | 8/10 | |
| b) Number of new subscribers to Ontario Creates social media channels | 2,000 | 4,411 | 5,006 | 2,822 | |
| 4. Media Impressions | | | | | |
| a) Number of media impressions (millions) | 50.0 | 48.3 | 110.3 | 71.7 | |
| b) Number of Trillium Book Award media impressions (millions) | 60.0 | 135.7 | 59.5 | 126.5 | |
| c) Pick up on news releases (Trillium Book Award only) | 475.0 | 574.0 | 471.0 | New Measure as of 20/21 | |

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|--|----------------|----------------|----------------|----------------|--------|
| Strategic Goal #3: ENCOURAGE COLLABORATION AND INNOVATION | | | | | |
| 1. Industry Development Support (Industry Development Program, Sector Marketing Support, other Ontario Creates support to industry development) | | | | | |
| a) Number of industry development initiatives led or supported by Ontario Creates | 60 | 67 | 58 | 76 | |
| b) Number of business connections/leads made by participants at Ontario Creates-led or supported initiatives | 10,000 | 11,274 | 6,424 | 14,214 | |
| c) Number of business connections and/or leads made as a result of OMIF Music Industry Initiatives | 6,000 | TBD | TBD | 2,326 | Note 7 |
| 2. International Business Development | | | | | |
| a) Number of markets at which Ontario Creates has organized a strategic presence | 8 | 13 | 6 | 7 | |
| b) Number of foreign markets at which Ontario participants are supported through export activity support | 150 | 117 | 129 | 181 | |
| 3. Collaboration Initiatives | | | | | |
| a) Number of Collaboration events led by Ontario Creates | 4 | 2 | 3 | 5 | |
| b) Number of business connections made through meetings at Collaboration events | 900 | 940 | 1,210 | 1,050 | |
| c) Number of deals/options arising from Collaboration events after 12 months | 4 | 17 | 4 | 4 | |
| d) Value (when applicable) of deals/options arising from Collaboration events after 12 months | \$5,000 | \$173,750 | \$22,500 | \$13,750 | |
| 4. Business Intelligence | | | | | |
| a) Number of Business Intelligence projects released | 8 | 11 | 6 | 10 | |
| b) Number of Industry Profiles updated | 8 | 7 | 11 | 8 | |
| c) Number of unique views of Industry Profiles on the corporate website | 15,000 | 7,408 | 6,217 | 12,830 | |
| d) Number of new documents added to the Online Research Library | 100 | 46 | 33 | 141 | |
| e) Number of unique visitors to the Online Research Library | 3,000 | 6,262 | 4,975 | 2,142 | |
| f) Number of Business Intelligence Bulletin unique views | 1,500 | 780 | 1,234 | 1,551 | |

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|--|----------------|----------------|-----------------|----------------|--------|
| Strategic Enabler #1: ENSURE SERVICE AND OPERATIONAL EXCELLENCE | | | | | |
| 1. Program Delivery | | | | | |
| a) Number of applications received (funds and tax credits) | 1,800 | 2,345 | 2,248 | 2,588 | Note 1 |
| b) Average turnaround time across all tax credits (weeks) | 25.0 | 16.5 | 25.3 | 35.1 | |
| c) Average time tax credit files spend in analysis (weeks) | 3.5 | 5.7 | 3.9 | 5.2 | |
| d) Total number of tax credit products reviewed | 2,700 | 1,928 | 3,611 | 2,947 | |
| e) Program Delivery Effectiveness Index (avg. application time, weeks) | N/A | Note 8 | Note 8 | Note 8 | |
| f) Program Delivery Effectiveness Index (avg. cost per application) | N/A | Note 8 | Note 8 | Note 8 | |
| 2. Service | | | | | |
| a) Number of service calls and emails | 4,600 | 4,290 | 4,805 | 4,186 | |
| b) Number of ministry inquiries | 100 | 109 | 90 | 144 | |
| c) Client satisfaction survey (approximately every 5 years) | N/A | N/A | N/A | N/A | Note 3 |
| 3. Risk-Related Performance Measures | | | | | |
| a) % risks managed down since last quarter | 10% | N/A | New for 2021-22 | | |
| b) % risks with Medium or Low Risk Rating (Rating of 10 or below) | 80% | N/A | New for 2021-22 | | |

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|---|----------------|----------------|----------------|----------------|--------|
| Strategic Enabler #2: EMPOWER PEOPLE AND TEAMS | | | | | |
| 1. Percentage of staff that have been at organization 5+ years | 55% | 72.1% | 62.5% | 57.5% | |
| 2. Percentage of staff with Performance Development and Learning Plans | 95% | Note 2 | 94.4% | 100.0% | |
| 3. Percentage of staff who engaged in 1+ professional development activities within the year | 80% | Note 2 | 94.4% | 97.5% | |
| 4. OPS Employee Survey (positive or negative variance between Ontario Creates and OPS results on Employee Engagement Survey - when issued) | | | | | |
| a) Engagement Index | +9.0 | N/A | +7.4 | +9.6 | |
| b) Inclusion Index | +5.0 | N/A | +4.6 | +5.2 | |
| c) Performance Barriers | +3.5 | N/A | +13.3 | +3.4 | |
| d) Independence & Innovation | +2.0 | N/A | +1.0 | +1.7 | Note 6 |
| e) Learning & Development | +9.0 | N/A | +7.9 | +9.1 | |
| f) Leadership Practices - Directors/Senior Managers | +12.0 | N/A | +11.0 | +11.6 | |
| g) Quality of Service | +14.0 | N/A | +8.0 | +14.2 | Note 6 |
| h) Organizational Communication | +19.0 | N/A | +14.3 | +19.0 | |
| i) Survey Response Rate | +15.0 | N/A | +29.0 | +29.8 | |

| Key Performance Indicator | 2021-22 Target | 2021-22 Actual | 2020-21 Actual | 2019-20 Actual | Notes |
|---|----------------|----------------|----------------|-----------------|-------|
| COVID-19 Tracking Measures | | | | | |
| a) Number of investment commitments that were modified to reflect new COVID-19 related priorities | N/A | 129 | 391 | New for 2020-21 | |
| b) Dollars committed to COVID-19 health and safety measures | N/A | \$989,619 | | New for 2021-22 | |

NOTES:

Return on Investment (ROI) represents the amount generated in sales for every dollar invested by Ontario Creates.

Leverage value indicates the additional amount in financing generated for each dollar invested by Ontario Creates.

- (1) Target is relative to the number of Tax Credit applications certified.
- (2) Results not yet available.
- (3) Ontario Creates Client Satisfaction Survey was issued in 2017-18. Surveys are issued approximately every five years.
- (4) Results for 2019-20 are not comparable to previous years due to a reduction in funding beginning in 2019-20 (from a \$15M fund to \$7M) before year-end review of the program which was relaunched in 2020-21 as the Ontario Music Investment Fund with different program parameters from the former OMF.
- (5) Changed from previously used measure, which was proportion of newly Confirmed projects/Projects scouting in a given quarter.
- (6) Some survey questions revised in 2020 and as a result, measure is not directly comparable to previous years.
- (7) Results not yet final due to final report extensions provided in recognition of activity cancellations or delays due to COVID-19 restrictions.
- (8) Results not yet available, baseline results from survey, not directly comparable to future years.
- (9) 2019-20 figure has been corrected. Previously published figure of \$125.12 erroneously excluded IDM Global Market Development data.

Financial Performance

| | 2021-22 (\$ 000) | | |
|-----------------------|---------------------|---------|----------|
| | Business Plan | Actual | Variance |
| TOTAL REVENUE | 38,690 | 39,952 | 1,262 |
| TOTAL EXPENDITURES | 39,815 | 41,741 | (1,926) |
| Net Surplus (Deficit) | (1,125) | (1,789) | (664) |

The Business Plan deficit reflected a decision to use unrestricted net assets strategically for certain time-limited initiatives. The Ministry of Tourism, Culture and Sport is the principal source of agency revenue (89 per cent). The remaining portion is self-generated and is the source of the positive variance, made up of tax credit administration fees, investment income and other recoveries.

Total expenditures were higher than forecast in the Business Plan, mainly related to the one-time year end funding of \$3.76 million in 2020-21. This funding was confirmed subsequent to the approval of the original Business Plan, and the increase in expenditures was related to one-time strategic initiatives. Grant and related program expenditures performed well against Business Plan assumptions.

Management's Responsibility for Financial Statements

The accompanying financial statements have been prepared by management in accordance with Canadian public sector accounting standards and are the responsibility of management. The preparation of the financial statements necessarily involves the use of estimates based on management's judgment, particularly when transactions affecting the current accounting period cannot be finalized with certainty until future periods. The financial statements have been properly prepared within reasonable limits of materiality and in light of information available up to September 28, 2022.

Management maintains a system of internal controls designed to provide reasonable assurance that the assets are safeguarded, and that reliable financial information is available on a timely basis. The system includes formal policies and procedures and an organizational structure that provides for appropriate delegation of authority and segregation of responsibilities.

The Ontario Media Development Corporation operates as Ontario Creates. The agency's Board of Directors is responsible for ensuring that management fulfills its responsibilities. The Board has appointed an audit committee from among its own members. The audit committee meets periodically with senior management and the Office of the Auditor General of Ontario to discuss audit, internal control, accounting policy, and financial reporting matters. The financial statements are reviewed by the audit committee before approval by the Board of Directors.

The Office of the Auditor General of Ontario conducts an annual audit in accordance with subsection 14(1) of Ontario Regulation 672/00 of the Development Corporations Act. The auditor's report outlines the scope of the auditor's examination and opinion.



Karen Thorne-Stone
President & Chief Executive Officer



Raina Wells
Director, Business Affairs and Research

September 28, 2022



Office of the Auditor General of Ontario
Bureau de la vérificatrice générale de l'Ontario

Independent Auditor's Report

To the Ontario Media Development Corporation and
To the Minister of Tourism, Culture and Sport

Opinion

I have audited the financial statements of the Ontario Media Development Corporation (operating as Ontario Creates), which comprise the statement of financial position as at March 31, 2022, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Ontario Creates as at March 31, 2022 and the results of its operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

I conducted my audit in accordance with Canadian generally accepted auditing standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of Ontario Creates in accordance with the ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing Ontario Creates' ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Ontario Creates either intends to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Ontario Creates' financial reporting process.

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Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Ontario Creates' internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Ontario Creates' ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause Ontario Creates to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Toronto, Ontario
September 28, 2022



Susan Klein, CPA, CA, LPA
Assistant Auditor General

Statement of Financial Position

As at March 31, 2022

| | 2022 (\$ 000) | 2021 (\$ 000) |
|--|----------------------|----------------------|
| ASSETS | | |
| Cash and cash equivalents (Note 3) | 25,987 | 24,862 |
| Short-term investments (Note 3) | 4,977 | 4,493 |
| Accounts receivable | 65 | 3,841 |
| Accrued interest | 15 | 4 |
| Prepaid expenses | 34 | 42 |
| Current assets | <u>31,078</u> | <u>33,242</u> |
| Capital assets (Note 4) | 219 | 315 |
| | <u>31,297</u> | <u>33,557</u> |
| LIABILITIES AND NET ASSETS | | |
| Accounts payable and accrued liabilities (Note 5) | 23,919 | 24,394 |
| Due to the Province of Ontario | 249 | 260 |
| Current liabilities | <u>24,168</u> | <u>24,654</u> |
| DEFERRED CONTRIBUTION (Note 6) | 206 | 154 |
| ACCRUED EMPLOYEE BENEFITS OBLIGATION (Note 10b) | 668 | 705 |
| NET ASSETS | | |
| Invested in capital assets | 219 | 315 |
| Unrestricted | 6,036 | 7,729 |
| | <u>6,255</u> | <u>8,044</u> |
| | <u>31,297</u> | <u>33,557</u> |
| COMMITMENTS (Note 9) | | |
| CONTINGENCIES (Note 11) | | |

The accompanying notes are an integral part of these statements.

Approved on behalf of the Board:



Chair



Member, Audit Committee

Statement of Operations

For the Year Ended March 31, 2022

| | 2022 (\$ 000) | 2021 (\$ 000) |
|--|-----------------------|---------------------|
| REVENUE | | |
| Province of Ontario – Operating Grant | 28,512 | 32,295 |
| Province of Ontario – Ontario Music Investment Fund Grant (Note 6) | 6,948 | 6,846 |
| Tax credit administrative fees | 3,014 | 2,595 |
| Prior year grants rescinded/recovered (Note 8) | 717 | 190 |
| Return of investment under assistance programs | 501 | 296 |
| Interest | 87 | 115 |
| Other | 173 | 123 |
| | <u>39,952</u> | <u>42,460</u> |
| EXPENSES | | |
| Ontario Music Investment Fund | 6,296 | 6,130 |
| Industry Development Initiatives | 13,855 | 12,657 |
| Operating Expenses (Note 7) | 11,112 | 10,879 |
| Interactive Digital Media Fund | 8,916 | 9,371 |
| Toronto International Film Festival Group Grants | 1,255 | 1,295 |
| Research Initiatives | 307 | 413 |
| | <u>41,741</u> | <u>40,745</u> |
| (Deficiency) Excess of revenue over expenses | <u>(1,789)</u> | <u>1,715</u> |

The accompanying notes are an integral part of these statements.

Statement of Changes in Net Assets

For the Year Ended March 31, 2022

| | 2022 (\$ 000) | | | 2021 (\$ 000) |
|---|-------------------------------|---------------------|---------------------|---------------------|
| | Invested in Capital Assets | Unrestricted | Total | Total |
| Net assets, beginning of year | 315 | 7,729 | 8,044 | 6,329 |
| (Deficiency) Excess of revenues over expenses | (263) | (1,526) | (1,789) | 1,715 |
| Invested in capital assets during the year | 167 | (167) | - | - |
| Net assets, end of year | <u>219</u> | <u>6,036</u> | <u>6,255</u> | <u>8,044</u> |

The accompanying notes are an integral part of these statements.

Statement of Cash Flows

For the Year Ended March 31, 2022

| | 2022 (\$ 000) | 2021 (\$ 000) |
|---|-------------------------|-------------------------|
| Operating Activities | | |
| (Deficiency) Excess of revenues over expenses | (1,789) | 1,715 |
| Amortization of capital assets | 263 | 315 |
| | <u>(1,526)</u> | <u>2,030</u> |
| Changes in non-cash working capital | | |
| Accounts receivable | 3,776 | (3,675) |
| Prepaid expenses | 8 | 8 |
| Accrued interest | (11) | 80 |
| Accounts Payable and accrued liabilities | (475) | 2,439 |
| Due to Province | (11) | (269) |
| Deferred contribution | 52 | 154 |
| Accrued employee benefits obligation | (37) | 54 |
| | <u>3,302</u> | <u>(1,209)</u> |
| Net cash from operating activities | 1,776 | 821 |
| Capital Activity | | |
| Purchase of capital assets | (167) | (190) |
| | <u>(167)</u> | <u>(190)</u> |
| Investing Activities | | |
| Purchase of short-term investments | 29,080 | 13,206 |
| Proceeds from short-term investments | (29,564) | (13,236) |
| | <u>(484)</u> | <u>(30)</u> |
| Net increase in cash during the year | 1,125 | 601 |
| Cash and cash equivalents, beginning of year | <u>24,862</u> | <u>24,261</u> |
| Cash and cash equivalents, end of year | <u>25,987</u> | <u>24,862</u> |

The accompanying notes are an integral part of these statements.

Notes to Financial Statements

March 31, 2022

1. BACKGROUND

The Ontario Media Development Corporation (the "Corporation"), operating as Ontario Creates, is an agency of the Ministry of Tourism, Sport and Culture (formerly Ministry of Heritage, Sport, Tourism and Culture Industries) of the Province of Ontario created under Regulation 672/00 of the Development Corporations Act, and as such is not required to pay income taxes. The Corporation promotes the economic growth of Ontario's cultural media sector and focuses on strategic partnerships among all the industries - film, television, sound recording, book and magazine publishing and interactive digital media.

2. SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared by management in accordance with the accounting standards for government not-for-profit organizations included in the Canadian Public Sector Accounting Standards (PSAS).

Significant accounting policies followed in the preparation of these financial statements include:

(a) Revenue Recognition

The Corporation follows the deferral method of accounting for restricted contributions/grants from the Province, which are recognized in revenue in the year the related expenses are incurred.

Unrestricted contributions are recognized as revenue when received or receivable if the amounts can be reasonably estimated and collection is reasonably assured.

Tax credit administrative fees are recognized when earned, which is normally upon receipt.

The return of investment under assistance programs is recorded on a cash basis because a reasonable estimate of the amounts to be collected cannot be made.

Interest is recognized as revenue when earned.

(b) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, current bank accounts, bankers' acceptances and bearer deposit notes from Canadian chartered banks with terms of maturity of less than 93 days.

(c) Short-term Investments

Short-term investments are comprised of provincial treasury bills with terms of maturity of 93 days to one year.

Notes to Financial Statements

(d) Grants and Recoupable Advances

Grants and recoupable advances are recorded as expenses and accounts payable and accrued liabilities in the year that the Corporation approves the grant or advance. As they are subject to certain performance conditions placed on the recipients, they are reflected net of an allowance for estimated grants or recoupable advances to be rescinded or recovered. Grants and advances approved in prior years that are rescinded or recovered in the year are recorded net of the allowance in the Statement of Operations.

(e) Capital Assets

Capital assets are recorded at cost less accumulated amortization. Capital assets are amortized on a straight-line basis over the following terms beginning in the year of acquisition:

| | |
|--------------------------------|----------|
| Furniture and Office Equipment | 10 years |
| Computer Hardware | 3 years |
| Computer Software | 3 years |
| Website | 3 years |
| Leasehold Improvements | 5 years |

(f) Employee Benefits

The Corporation follows PSAS requirements for accounting for employee future benefits, which includes post-employment benefits payable upon termination. Under these requirements, the cost of post-employment benefits is charged to operations annually as incurred.

(g) Financial Instruments

The Corporation's financial instruments which consist of cash and cash equivalents, short term investments, accounts receivable, accounts payable and due to the province are all valued at cost. As cost approximates fair value given the short-term nature of the maturities, no statement of remeasurement gains and losses is included.

(h) Contributed Services

Contributed services are received for certain events and are not recognized in the financial statements.

(i) Use of Estimates

The preparation of financial statements in accordance with Canadian public sector accounting standards requires that management make estimates and assumptions that affect the reported amounts of assets and liabilities as at the date of the financial statements and the reported amounts of revenue and expenses. Actual results could differ from management's best estimates as additional information becomes available in the future. The items subject to the most significant estimates are amortization of capital assets, employee future benefits, allowance for rescinded grants and accounts payable and accrued liabilities.

Notes to Financial Statements

3. FINANCIAL INSTRUMENTS AND RISK

Interest Rate Risk –interest rate risk is inherent in investments due to fluctuations in interest rates. The Corporation's exposure to interest rate risk is minimal as the Corporation's cash and cash equivalents and short-term investments have relatively short maturity spans and are held with leading Canadian chartered banks.

Cash and cash equivalents include \$23.468 million (2021 - \$23.419 million) of bankers' acceptances from Canadian chartered banks with interest rates ranging from 0.38% - 0.81% (2021 - 0.15% - 0.25%). Short-term investments of \$4.977 million (2021 - \$4.493 million) consist of a provincial treasury bill with an interest rate of 1.15% (2021 - provincial treasury bills ranging from 0.14% - 0.19%).

Market Risk - Market risk arises when the value of an investment portfolio decreases as a result of changes in the volatility of interest rates, stock prices and foreign exchange risks. The Corporation is not exposed to any market risk due to the nature of its investments.

Liquidity Risk - Liquidity risk is the risk that the Corporation will be unable to fulfill its obligations on a timely basis or at a reasonable cost. The Corporation manages its liquidity risk by monitoring its operating requirements. The Corporation prepared budget and cash forecasts to ensure it has sufficient funds to fulfill its obligations. Over 90% of the Accounts payable and accrued liabilities are payable to recipients, which are generally paid within the next fiscal year.

There have been no significant changes to the risk exposure from 2021.

4. CAPITAL ASSETS

| | 2022 (\$ 000) | | | 2021 (\$ 000) |
|--------------------------------|------------------|-----------------------------|-------------------|-------------------|
| | Cost | Accumulated Amortization | Net Book Value | Net Book Value |
| Equipment and Office Equipment | 142 | 98 | 44 | 56 |
| Computer Hardware | 87 | 67 | 20 | 40 |
| Computer Software | 569 | 419 | 150 | 189 |
| Website | 84 | 84 | - | 28 |
| Leasehold Improvements | 10 | 5 | 5 | 2 |
| | 892 | 673 | 219 | 315 |

Notes to Financial Statements

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The accounts payable relates to the Corporation's normal business transactions with third-party vendors, which are subject to standard commercial terms. Grants and recoupable advances are recorded in the year that the Corporation approves the grant, net of an allowance for rescinded grants. Accrued liabilities include salaries, wages and other employee benefits.

| | 2022 (\$ 000) | 2021 (\$ 000) |
|---|-------------------------|-------------------------|
| Accounts payable | 790 | 538 |
| Grants and recoupable advances | 23,313 | 23,766 |
| Allowance for rescinded grants | (825) | (685) |
| Accrued liabilities - Employee benefits | 641 | 775 |
| | 23,919 | 24,394 |

The allowance for rescinded grants is recorded in the Statement of Operations as follows:

| | 2022 (\$ 000) | 2021 (\$ 000) |
|----------------------------------|-------------------------|-------------------------|
| Ontario Music Investment Fund | 100 | 60 |
| Industry Development Initiatives | 725 | 625 |
| | 825 | 685 |

6. DEFERRED CONTRIBUTION

Deferred contributions represent unspent externally restricted grants received from the Province for the Ontario Music Investment Fund. Changes in Deferred Contributions are as follows:

| | 2022 (\$ 000) | 2021 (\$ 000) |
|---|-------------------------|-------------------------|
| Balance, beginning of year | 154 | - |
| Add: amounts received during the year | 7,000 | 7,000 |
| Less: amounts recognized as revenue in the year | (6,948) | (6,846) |
| Balance, end of year | 206 | 154 |

Revenue recognized for the Ontario Music Investment Fund includes \$6.296 million (2021 - \$6.130 million) in grants, and \$0.652 million (2021 - \$0.716 million) in net Operating expenses after accounting for grants rescinded/recovered in the year.

Notes to Financial Statements

7. OPERATING EXPENSES

| | 2022 (\$ 000) | 2021 (\$ 000) |
|--|-------------------------|-------------------------|
| <u>Salaries, wages and benefits</u> | | |
| Tax credit administration | 2,892 | 2,985 |
| Industry development | 2,610 | 2,487 |
| Business affairs and research | 1,595 | 1,569 |
| Other | 904 | 1,049 |
| | 8,001 | 8,090 |
| <u>Other operating expenses</u> | | |
| Corporate expenses and operations | 1,385 | 1,314 |
| Program Support | 697 | 494 |
| Advertising, promotion and publications | 424 | 359 |
| Amortization of capital assets | 263 | 315 |
| Consulting Services | 341 | 304 |
| Travel | 1 | 3 |
| | 11,112 | 10,879 |

8. PRIOR YEAR GRANTS RESCINDED/RECOVERED

Amounts rescinded/recovered are shown net of the allowance for rescinded grants on the Statement of Operations as follows:

| | 2022 (\$ 000) | 2021 (\$ 000) |
|----------------------------------|-------------------------|-------------------------|
| Amounts received during the year | 1,402 | 590 |
| Less: prior year allowance | (685) | (400) |
| | 717 | 190 |

Rescinded/recovered amounts during the year were as follows:

| | 2022 (\$ 000) | 2021 (\$ 000) |
|----------------------------------|-------------------------|-------------------------|
| Ontario Music Investment Fund | 150 | 19 |
| Industry Development Initiatives | 1,252 | 571 |
| | 1,402 | 590 |

Notes to Financial Statements

9. COMMITMENTS

The Corporation is committed under operating leases for premises and office equipment, with future minimum payments as follows:

| | <u>(\$ 000)</u> |
|------|-----------------|
| 2023 | 432 |
| 2024 | 253 |
| | <u>685</u> |

The premises lease was renewed commencing on November 1, 2018 and expiring on October 31, 2023. The lease contains an option to extend the term beyond October 31, 2023 for a period of five years. The Corporation is committed to future minimum payments for its premises lease of \$676,000. The Corporation's proportionate share of realty taxes and operating expenses amounted to \$473,000 during 2022 (2021 - \$442,000). Infrastructure Ontario (a related party) makes the lease payments to the landlord, and is subsequently reimbursed by the Corporation. The Corporation is committed to future minimum payments totalling \$9,000 under its operating leases for office equipment, which expire at various times over the next two years.

10. OBLIGATION FOR EMPLOYEE FUTURE BENEFITS

(a) PENSION PLANS

The Corporation's full-time employees participate in the Public Service Pension Plan (PSPP) or the Ontario Public Service Employees' Union Pension Plan (OPSEU-PP), which are defined benefit pension plans for employees of the Province and many provincial agencies. The Province of Ontario, which is the sole sponsor of the PSPP and a joint sponsor of the OPSEU-PP, determined the Corporation's annual payment to the funds. Since the Corporation is not a sponsor of these funds, gains and losses arising from statutory actuarial funding valuations are not assets or obligations of the Corporation, as the sponsors are responsible for ensuring that the pension funds are financially viable. The Corporation's annual payments of \$620,000 (2021 - \$607,000) are included in operating expenses in the Statement of Operations.

(b) ACCRUED EMPLOYEE BENEFITS OBLIGATION

The accrued legislated employee benefit obligation includes accrued severance entitlements. The changes in the assumptions for the legislative severance resulted in a decrease of \$37,884 (2021 - increase of \$54,000) to salaries, wages and benefits, which are recorded in Operating Expenses. The legislative severance is calculated based on the following assumptions: discount rate of 2.30% (2021 - 1.75%); and estimated average years to retirement of 7.35 years (2021 - 8.24 years). Due to the curtailment of the plan in 2015, no assumption of wage and salary escalation was used. These assumptions are management's best estimates.

(c) OTHER NON-PENSION POST-EMPLOYMENT BENEFITS

The cost of other non-pension post-retirement benefits is determined and funded on an ongoing basis by the Province (a related party) and accordingly is not included in these financial statements.

Notes to Financial Statements

11. CONTINGENCIES

Contingencies refer to legal claims that have been made against the Corporation, the ultimate outcome of which cannot be predicted. The outcome and associated legal fees of current legal proceedings are not expected to have a material or adverse effect on the Corporation's results and management does not believe any provisions for losses are necessary at this time. No amounts have been recognized in the accounts for claims made against the Corporation.

12. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform to the basis of the financial statement presentation adopted in the current year.

Supplemental Information (unaudited)

The following chart illustrates that 91.9% of OMDC's expenditures for the year ended March 31, 2022 are program-related.

| Expenditure Breakdown For the Year ended March 31, 2022 | Corporate (\$ 000) | Program Related (\$ 000) | 2022 Total (\$ 000) |
|--|------------------------------|--|-----------------------------------|
| Direct Support | - | 30,629 | 30,629 |
| Operating Expenses: | | | |
| Salaries, Wages and Benefits | 1,894 | 6,107 | 8,001 |
| Corporate Expenses and Operations | 1,071 | 314 | 1,385 |
| Consulting Services | 5 | 336 | 341 |
| Amortization of Capital Assets | 45 | 218 | 263 |
| Advertising, Promotion & Publications | 377 | 47 | 424 |
| Program Support | - | 697 | 697 |
| Travel | - | 1 | 1 |
| Total Expenditures | 3,392 | 38,349 | 41,741 |
| % of total | 8.1% | 91.9% | 100.0% |



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