

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: 1169-2024**

Project: Greater Cleveland Media Development Corporation dba
Greater Cleveland Film Commission 2024-2025 Operating
Grant

Project Location: Citywide

Ward/Councilperson: Citywide

Grant Amount: \$250,000

Purpose of Financial Assistance

The purpose of this \$250,000 grant contract is to fund the general operating expenses associated with the Greater Cleveland Media Development Corporation dba Greater Cleveland Film Commission and / or Designee. The organization’s mission and programming is directed at attracting the filming of movies and film-related businesses, jobs, and capital to Cleveland and Northeast Ohio. The agreement will assist with operating expenses between July 1, 2024 and June 30, 2025.

Background

The Greater Cleveland Film Commission (“GCFC”) offers programs and services that support the local film community by attracting new businesses, jobs, supporting local entrepreneurs, while bringing new investment to Northeast Ohio. GCFC also works to create a nurturing environment in which Northeast Ohio’s film industry can grow and thrive. Financial support from the City has enabled GCFC to drive some of the out of state motion picture investment to Cleveland.

Because of GCFC’s efforts, 60 percent or (21 out of 35) of the motion picture production applications in 2023 for the Ohio Motion Picture Tax Credit has chosen Cleveland and NE Ohio as their destination. This has led to the direct creation of local jobs while supporting and growing the number of local vendors. Productions with a combined budget of approximately \$96 million were approved for Ohio Tax Credits and have either already filmed or have begun pre-production to film in NEO Ohio.

GCFC was the driving force behind the passage of the Ohio Motion Picture Tax Credit (“OMPTC”) in 2009. In 2023, GCFC’s efforts led the Ohio Legislature to pass an increase to the OMPTC of at least \$10 million annually for a total of \$50 million a year.

Since passage of the OMPTC, GCFC has:

- Driven \$1.2 billion in “Gross Economic Output to Ohio” (not including productions like “White Noise that occurred after 2020);
- Created 6,192 full-time equivalent jobs in Ohio;
- For every dollar invested, generated an ROI of \$3.09 in Ohio’s economy;
- Scenes from the new Superman movie were filmed in the summer of 2024 in downtown Cleveland including Cleveland City Hall.

Workforce Development:

GCFC’s Workforce Development programs are designed to provide education and jobs while giving local talent the training, experience and professional connections to succeed in the film industry. All workforce development programs are created in consultation with industry experts and local academic partners in order to yield relevant, employer-driven curricula and training. GCFC will continue to collaborate with universities and other educational institutions, such as Cuyahoga Community College, Cleveland Institute of Art and Cleveland State University, in developing and expanding film industry related programming: FilmSkills Online Training, FilmSkills in Person Training, Internship Programs (Since 2007 GCFC hosted 161 students) and informational interviews. Since 2015, over 7,500 local students have participated in GCFC’s workshops, events and speaking engagements.

Diversity and Inclusion:

In 2023, GCFC hired a Chief Diversity Officer, Lowell Perry, Jr. to enhance GCFC’s workforce development/education outreach, training and opportunities for underrepresented audiences. GCFC has also collaborated with NBC Universal as part of its Global Talent Development & Inclusion (GTDI) pilot program, training the underrepresented candidates from which the GTDI paid interns were selected to work on the feature film “Shooting Stars.”