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Mayor Frank G. Jackson

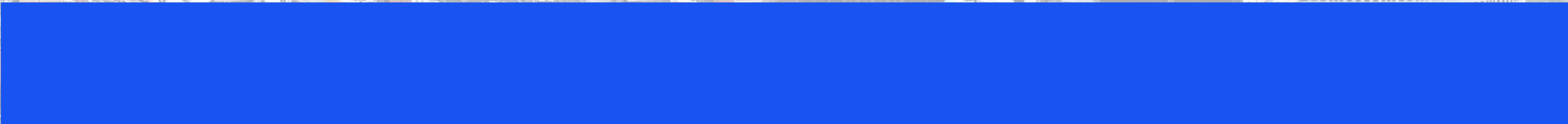
Department of Public Works

# Division of Special Events, Filming and Tourism



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# PEOPLE - RESOURCE - PROCESS





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**A division that services the City's **People**,  
provides **Resources** of support for organizers,  
and commits to a user-friendly **Special Events  
and Filming permit Process** .**



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# Division of Special Events, Filming and Tourism Objectives and Commitments

1

**Provide efficiency and consistency for permit approvals.**

2

**Serve as a clearing house and support center to build a stronger partnership with community stakeholders.**

3

**Collaborate with impacted neighborhoods to operate safely and effectively.**

4

**Increase opportunities for community stakeholders to benefit from a positive economic impact.**



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# **CITY SERVICES FOR MAJOR EVENTS AND FILM PRODUCTION**



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# Tourism Driven Events and Filming

## Bid Support

### City of Cleveland's Role

Provide support and a level of commitment.

### Division of Special Events, Filming and Tourism's Role

Create content and prepare estimates for city assets and services related to the bid criteria/specifications.

### Examples

NOBLE Conference, NFL Draft

## Technical Services

Provide quality customer service experience.

Fulfill the bid commitments by providing services and permits through an expedited process.

Permit/project and bid agreement management.

The Bachelor, The Marksman, Judas and the Black Messiah, RNC



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# Tourism Driven Events and Filming

## City of Cleveland's Role

## Division of Special Events, Filming and Tourism's Role

## Examples

### Communication

Minimize disruption in Cleveland neighborhoods, communities and businesses.

Outline uniform timelines, public announcements and notifications to increase preparation and mitigate major disruptions.

USA Triathlon, and Stakeholders Meetings

### Identify Opportunities

Build equity for Cleveland residents and stakeholders.

Organize workshops with a focus on workforce development and/ vending opportunities.  
Facilitate efforts for outreach programming that will directly impact the youth community.

MLB Allstar Legacy Projects, Street Vendor Meetings



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# 2016-2021 SNAPSHOT MAJOR EVENT AND FILM PRODUCTIONS

(City's special events office conducted services for the major event and film productions listed below.)



**Hand, Esha**

**From:** William Garvey <Bill@ohlocationfinder.com>  
**Sent:** Thursday, June 03, 2021 10:47 PM  
**To:** Hand, Esha  
**Subject:** Letter of Support for the Creation of a Web Based City of Cleveland Film Permit

**CAUTION:** This email originated from outside of the City of Cleveland. Do not click on links or open attachments unless you recognize the sender and know that the content is safe. If you believe that this email is suspicious, please forward to [phishing@clevelandohio.gov](mailto:phishing@clevelandohio.gov).

Thursday, June 3, 2021

Ms. Esha Hand  
Manager of Events  
Office of Special Events  
Dept. of Public Works  
City of Cleveland

Dear Ms. Hand:

As a Cleveland based location manager in the motion picture industry who has coordinated the filming of 12 motion pictures over the course of the past 13 years in Cleveland, I support the creation of a web based Film permitting process. This would replace the current off line separate construction, traffic, and noise variance permits. A consolidated web based permit would not only stream line the current review and approvals process, but also more efficiently disseminate relevant information to various city departments involved in approving the permit.

The current permit does not ask for a description of activities to be performed (stunts & pyrotechnic information is excluded from the application), crew size, number of vehicles and/or trucks, or temporary structures. A dedicated film permit application could ask for this and other essential information.

The creation of a comprehensive film permit would also eliminate information flow issues that have resulted from out of town location manager's and producer's unfamiliarity with the existing permit process. A web based consolidated permit process that is similar to those used in other film production cities would decrease this user error (the error of omitting relevant information).

The existing permitting process does not easily allow for "rain cover" changes to the filming schedule (when exterior filming is postponed a day or 2 later due to weather). A consolidated and streamlined web based permit could speed up the approval process for such circumstances.

I support your efforts to grow out of state investment into the region via the overhaul of the film permitting process. It will make the process of filming here more efficient, and attract more out of state motion picture investment in Northeast Ohio as a result.

1

Bill Garvey  
Location Manager  
IATSE Local 209  
[Bill@OHLocationFinder.com](mailto:Bill@OHLocationFinder.com)  
917.287.6107 cell



June 1, 2021

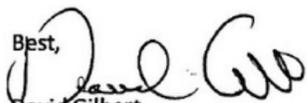
Michael Cox  
Director, Department of Public Works  
City of Cleveland  
601 Lakeside Avenue  
Cleveland, Ohio 44114

Dear Director Cox,

First off, I would like to thank you for our long-standing wonderful relationship. You have always been a terrific partner in our efforts to consistently position Cleveland as one of the best cities in U.S. for the hosting major events.

As per your request, this letter illustrates my support of Ordinance 287-2021, and offer anything we can to help. We have such positive momentum, and we are happy for any changes or additions that best allows us to continue our partnership and keep our city advancing.

As always, please reach out if you need anything else.

Best,  
  
David Gilbert  
CEO



**CHAIR**

Tim Birch \*  
Playhouse Square

**TRUSTEES**

Tajudeen Bankhole  
NOF Metal Coatings North America  
Richard Clark  
John P. Murphy Foundation  
Anthony DiSanto  
The Ancora Group  
Terrence Fergus  
FSM Capital Management, LLC  
Robert Gilmore  
Kohrman Jackson Krantz  
John Goodman  
McDonald Partners  
Leslie Graf \*  
Pro Football Hall of Fame  
Amy Haught  
HDS Properties  
Mike Koslen  
Jones Day  
Frederic Lahey  
CSU School of Film & Media Arts  
Sarah Melamed  
Lisa Mullin  
Carol Oppenheim  
Charles Price  
Eaton Corporation  
Matt Reville  
Consolidated Solutions  
Dennis Roche  
Dennis Roche & Associates  
Christina Sanders  
Goldstar Financial  
Drew Stelzer \*  
Schauer Group  
David St. Pierre  
Legacy Capital Partners  
Jon Wagner \*  
Merrill Lynch  
Breyuna Williams  
Law Offices of Breyuna Williams  
Sheila Wright  
The Good Community Foundation

**EX OFFICIO**

Marcie Goodman  
Cleveland International Film Festival

\* denotes board officer

June 4, 2021

Michael Cox  
Director, Department of Public Works  
City of Cleveland  
601 Lakeside Avenue  
Cleveland, Ohio 44114

Dear Director Cox,

On behalf of the Greater Cleveland Film Commission, I would like to thank you for the many years of partnership and support of our organization. Cleveland is known for being a very film-friendly city and we hope to continue building that reputation.

As per your request, this letter is in support of Ordinance 287-2021. We are excited to have a smoother permitting process to help advance our current efforts in attracting and facilitating film and television productions. Our organization provides exceptional service to filmmakers all over the world and we welcome any additions that will best allow us to continue that momentum.

Please reach out if you need anything else and thank you, again for your support.

Best,

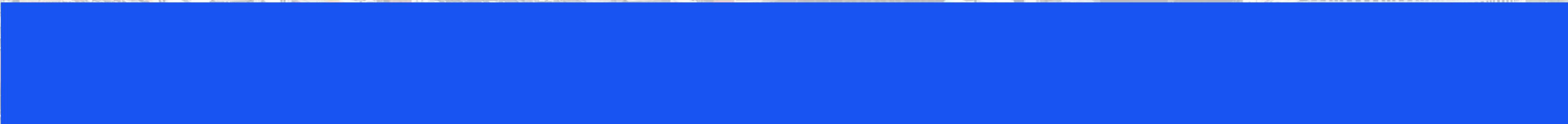


Seema Jayaswal  
COO



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# PERMITS





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# Division Permits

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**Block Party (Newly added):** Residential block and/or street clubs.

**Park Use:** City-owned parks and pavilions.

**Parade:** Parades, races/walks, bicycle & motorcycle rides, and processions.

**Special Events (Outdoor Events):** Athletic events, ceremonial events, concert/theater performances, corporate events, fairs, festivals, food truck events, fundraisers, markets, receptions, ribbon cuttings.

**Film:** Commercials, corporate promotional videos, digital content, live television productions, movies, music videos, reality shows, student films, and television series.



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# Venues will be managed by the Division

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Neighborhood Green Spaces

City Hall Rotunda and

Cafeteria

Cleveland Cultural Gardens

Cleveland Public Square

Historic Coast Guard Station

Perk Plaza

Settler's Landing

The Malls

Voinovich Park



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# Use Permit Roadmap

Birthday Parties, Church Activities, Wedding Ceremonies, Reunions, Picnics

1

Inquiry:  
Client/ Customer Service

2

Review:  
Process

3

Issuance:  
Logistical approval

4

Retention:  
Evaluation Process

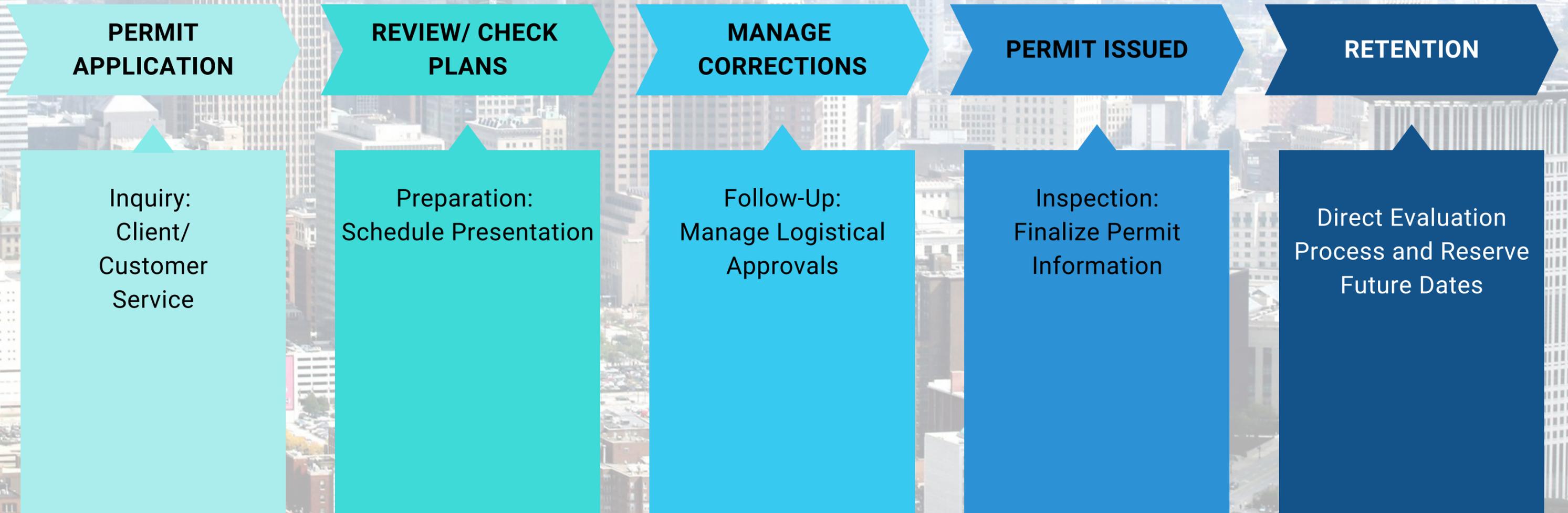
**This is our plan as we build an efficient accessible permit process.**



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# Special Events and Film Permit Roadmap

Athletic Events, Concerts/Performances, Corporate Events, Farmers Markets, Festivals, Films, Parades, Resource/Vendor Fairs





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**Mayor's Office**

**Partnership Guidance and  
Collaboration Flow Chart**

**Special Events  
Steering  
Committee**

**Division of Special  
Events, Filming  
and Tourism**

**Other City  
Divisions/Departments  
and Organizations**

**Operational Needs & Collaboration Project Management of City Partnerships Within The Industry:**

**Neighborhood Development Corporations  
Convention Center Management Company  
Destination Cleveland  
Greater Cleveland Film Commission  
Greater Cleveland Sports Commission  
Group Plan Commission**

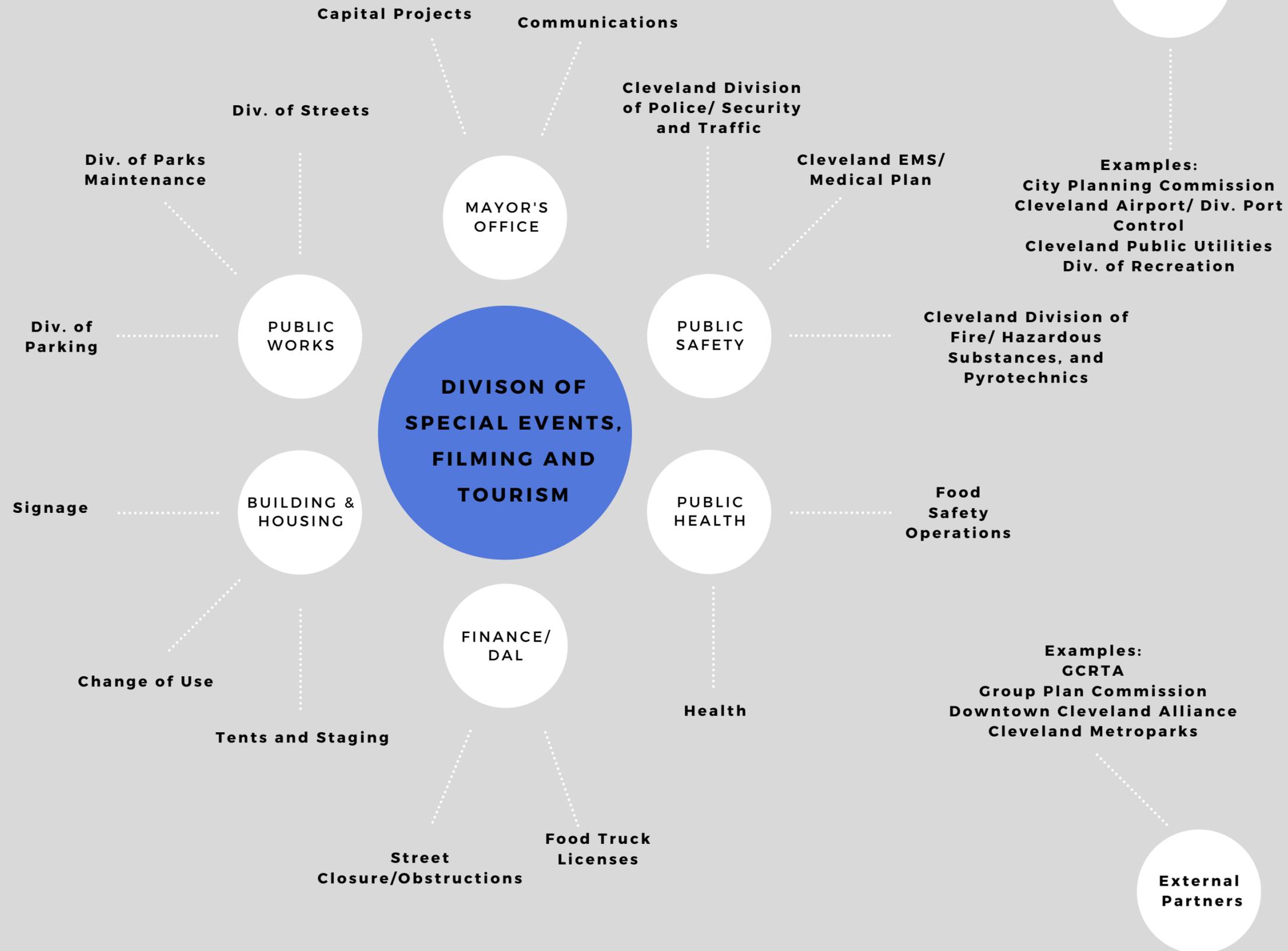
**International Alliance of Theatrical Stage Employees (IATSE Local Union)**



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# Special Events Steering Committee

Meetings provide an opportunity for for Organizers to discuss the activity, address potential issues, and voice concerns prior to the formal submission of the respective permit application. It facilitates open communication about the project scope and provides a realistic view of the permitting process, requirements, and timetables.



# Snapshot - # of Permits Issued

## *Park Use*

2018: over 600

2019: over 700

## *Special Events*

*(Including conducting Special Events Committee process)*

2018: over 120

2019: over 150

## *Film Activity*

*(Including conducting Special Events Committee process)*

2018: 10

2019: 15

## *Parades*

*(Including conducting Special Events Committee process)*

2018: over 120

2019: over 120

## *City Equipment*

*(Schedule and coordinate city-owned equipment)*

2018: 10

2019: 10

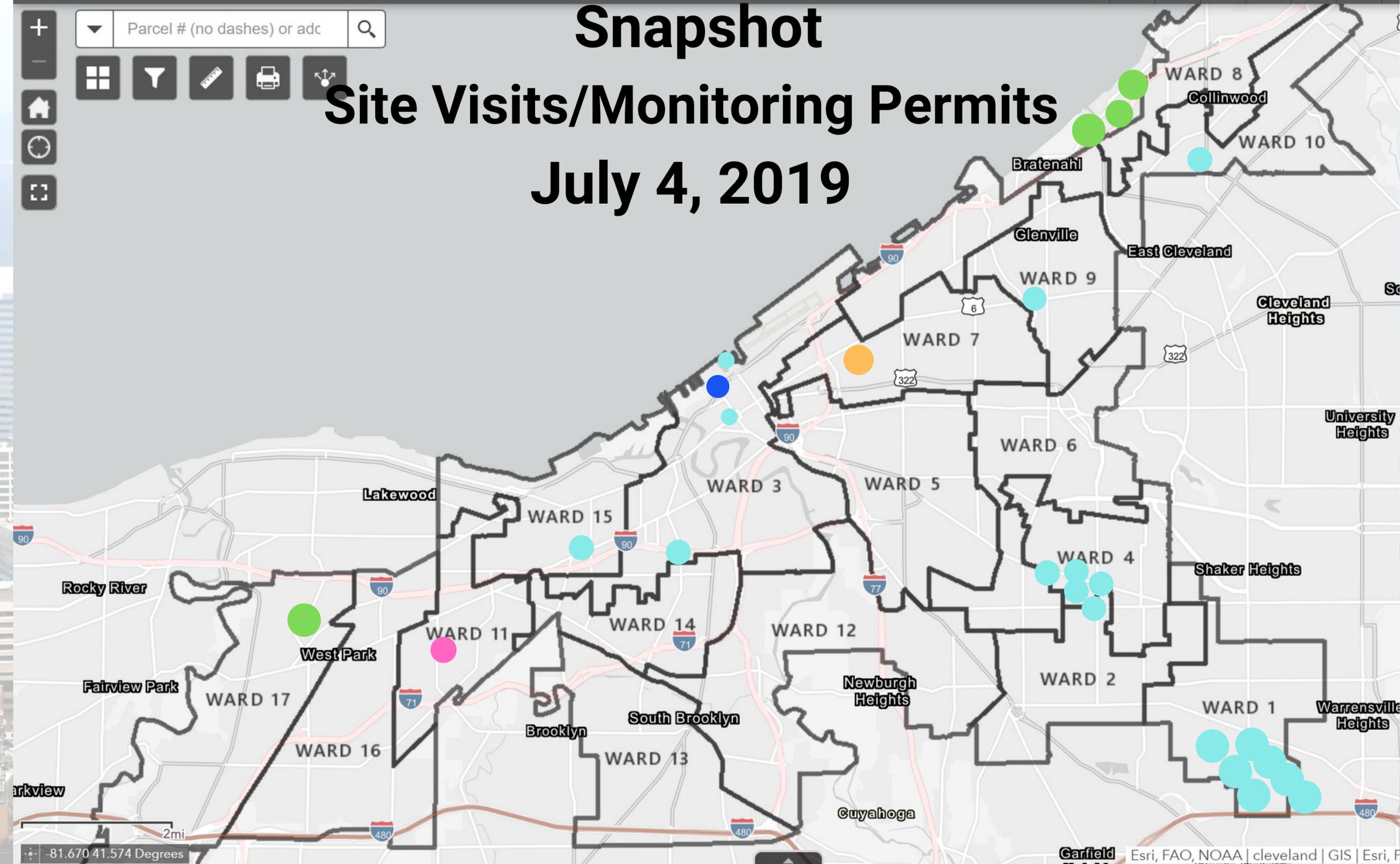
# Snapshot Site Visits/Monitoring Permits July 4, 2019

Parcel # (no dashes) or adc



### Permit Key

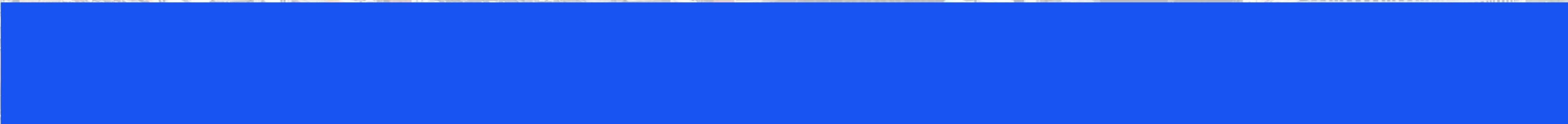
- City Equipment ●
- Major Event ●
- Parade ●
- Park Use ●
- Wedding ●





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# OPPORTUNITIES





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# Expansion Opportunities

Enhanced services for City of Cleveland Residents and Stakeholders

## **EVENT/FILM MANAGEMENT AND PROJECT COORDINATION**

### **Increase Clientele Experience**

- Liaising with residents and stakeholders; strengthen the agility in the approval and issuance of permits.
- Implement a multi-level review process; allow for different levels of review based on thresholds of activity scale or impact.
- Informational Sessions; develop formal comprehensive workshops with CDCs and other partners for vending, and permitting events & films. Design additional avenues for event and film workforce opportunities with partners.



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# Expansion Opportunities cont.

Enhanced services for City of Cleveland Residents and Stakeholders

## **EVENT/FILM MANAGEMENT AND PROJECT COORDINATION**

### **Increase Customer Service/Clientele Experience**

- Increase sustainability efforts; maximization of technology.
- Implement evaluation process.
- Marketing efforts; expand digital platforms for neighborhood venues, parks, and their amenities. Design a user friendly public calendar.
- Implement a dedicated film permit and procedure to display a municipal commitment to the industry.



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**THANK YOU**

