

DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: 1199-2023

Project: Greater Cleveland Media Development Corporation dba
Greater Cleveland Film Commission 2023 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 direct operating expenses associated with Greater Cleveland Film Commission's programming directed at the attraction of new film-related businesses, jobs, and capital to Northeast Ohio. The agreement will assist with operating expenses between July 1, 2023 and June 30, 2024.

Background

The Greater Cleveland Film Commission (GCFC) offers programs and services that support the local film community by attracting new businesses, new jobs, and new money 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 the majority of out of state motion picture investment to Cleveland.

Because of GCFC's efforts, 60% (21 out of 35) of 2023 motion picture production applications for the Ohio Motion Picture Tax Credit has chosen NE Ohio as their destination, creating local jobs and growing the number of local vendors. Productions with a combined budget of approximately \$96 Million have been approved for Ohio Tax Credit and have either already filmed or have begun pre-production to film in NEO Ohio in 2023 translating to \$385.35 ROI per funding request dollar investing into GCFC by the City of Cleveland.

Advocacy:

GCFC was the driving force behind the passage of the Ohio Motion Picture Tax Credit (OMPTC) in 2009, and their advocacy efforts in 2016 achieved an increase to \$40 Million annually. In 2023, GCFC's efforts led the Ohio Legislature to pass an increase to the OMPTC of at least \$10 Million annually to a total of \$50 Million a year which includes a \$5 Million annual cap designated for Theatre production (Playhouse Square, etc...) making it one of the best theater incentives in the country.

Since passage of the OMPTC till 2020, 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.

Workforce Development:

GCFC’s Workforce Development programs are designed to provide REEL EDUCATION FOR REAL JOBS, and give 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, 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.” At the 2023 Association of Film Commission International Convention, NBC Universals VP of Production Talent & Partnerships spotlighted GCFC’s production assistant workshop training as a model for other film commissions to partner with their GTDI paid internship program.