

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: 717-2019**

Project: Greater Cleveland Media Development Corporation
dba Greater Cleveland Film Commission
1333 Lakeside Ave E
Cleveland, Ohio 44114

Project Location: Filming industry projects held citywide

Project Manager: Patty Ajdukiewicz

Ward/Councilperson: Citywide

Grant Amount: \$250,000

Purpose of Financial Assistance

The purpose of this \$250,000 NDIF/ UDAG operating grant is to assist in funding general operating expenses of the Greater Cleveland Media Development Corporation dba Greater Cleveland Film Commission. Their total operating budget is approximately \$1 million. The agreement will cover operating expenses between July 1, 2019 and June 30, 2020.

Project Description

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. GCFC is looking to the City of Cleveland for financial assistance to continue these services and activities from 2019 to 2020. The City has funded GCFC for the past 20 years. The current contract between the City and the GCFC is for the period from July 1, 2018 to June 30, 2019. The total cost of this proposed grant project to the City of Cleveland is \$250,000.

Economic Impact

GCFC commissioned the Center for Economic Development at Maxine Goodman Levin College for Urban Affairs at Cleveland State University (CSU) to prepare an economic impact of the media production industry in Northeast Ohio. The 2017 study concluded that since passage of the Ohio Film Tax Credit in 2009, media production in Northeast Ohio has resulted in an economic impact of over \$463 million and the direct creation of 3,399 jobs.

Attraction:

In 2018, there were 18 productions filmed in Northeast Ohio, they included: Netflix's "The Last Summer", HBO's "Hard Knocks", Amazon's "College", "Native Son" and "All the Bright Places" with Ellen Fanning, "I See You" with Helen Hunt, and several television shows and commercials.

GCFC will continue yearly recruitment trips to Los Angeles, New York, and Atlanta to remind industry representatives of the benefits to filming in Northeast Ohio. Each trip consists of an average of 25 meetings with producers, directors, and studio executives.

Advocacy:

GCFC is currently advocating for changes to the Ohio Motion Picture Tax Credit that will allow for a new refundable tax credit up to \$100 million. Updates to the proposed legislation include incentives for television and theater production. GCFC has been working closely with Playhouse Square and executives at Broadway to ensure this would be the best theatrical incentive in the country. The State of Ohio will be globally competitive in the film and entertainment industry with an additional direct spend of hundreds of millions of dollars. Increased revenue will lead to better film infrastructure (movie studios, soundstages), and with that, even more opportunity and jobs for Northeast Ohioans.

Workforce Development:

Productions require a wide variety of workers both above the line (actors, directors, producers, editors) and below the line (caterers, carpenters, grips, electricians, painters, make-up artists, prop masters, drivers, and production assistants). This is GCFC's third year working with Cleveland State University to develop a pipeline of students to fill these jobs. Furthermore, this year, GCFC has invested \$10,000 in providing the Film Skills Online Training Program to Northeast Ohio. Anyone who is interested in working in the film industry, for nominal fee, has access to the very best online curriculum and courses backed by many film industry experts.

Certifications are provided at the end of courses and will be acknowledged on GCFC's site and database. GCFC will work with public libraries to offer the training program at local branches as well as offer it at their GCFC's office for anyone.

GCFC will focus their 2019-2020 workforce development outreach on CMSD schools, to ensure that all Cleveland students have equal access to GCFC training opportunities.