

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: 548-2021**

Project: Greater Cleveland Media Development Corporation dba
Greater Cleveland Film Commission 2021 Operating
Grant

Project Location: Citywide

Project Manager: Matthew Keri

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 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, 2021 and June 30, 2022.

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.

In 2020, there were multiple productions filmed in Northeast Ohio which included Netflix's No One Gets Out Alive with a budget of \$1.5 Million and preproduction for Lionsgate's Undercover with a budget of \$36 Million and over 13 television shows and several commercials.

GCFC aggressively pursues media productions and businesses that can make a significant impact on the local economy. They serve as a one-stop shop for local, national, and international filmmakers, ensuring not only an exceptional production experience, but also repeat business. GCFC will continue yearly recruitment trips to Los Angeles, New York City, and Atlanta to remind industry representatives of the benefits of filming in Northeast Ohio. Each trip consists of an average of 25 meetings with producers, directors, and studio executives.

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. The OMPTC currently stands at \$40 Million per year, now

with the addition of theatrical production eligibility, making it the best incentive for theater in the country. Their partnership with Playhouse Square has been strengthened and further aligned as a result. GCFC is currently advocating that the State of Ohio implement changes to the OMPTC that will allow for a new uncapped tax credit relying on data from the latest economic impact study.

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 partner with universities and other educational institutions, such as Cuyahoga Community College, Cleveland Institute of Art and Cleveland State University, in developing and expanding these types of programs.

In 2021, the GCFC Board Executive committee approved the addition of a new board committee focused solely on Education / Workforce Development initiatives. Members of the committee are very connected to educators, media centers and well-known potential partners focused heavily on workforce initiatives in Northeast Ohio. The committee will host meetings and community outreach events, help launch a FilmSkills Pilot Program for CMSD students and connect GCFC with media centers at Karamu House and Ginn Academy to name a few.

In 2020, GCFC had to pivot to virtual events like most organizations, but still held workshops with industry experts including:

- In person PA Workshop with Ivan Schwarz (March 2020)
- Documentary Filmmaking Workshop with American University Professors and filmmakers Leena Jayaswal and Caty Borum Chattoo (July 2020)
- Voiceover Workshop with Nancy Cartwright (voice of Bart Simpson) (August 2020)
- Every Film is a Startup, CSU Weston Lab (October 2020)
- Producers Workshop with "White Boy Rick" executives (November 2020)

In 2020, over 576 students participated in their workshops or in various speaking engagements about the film industry. This year, GCFC will continue to host industry experts to help provide knowledge and experience in training the local workforce. This list will be updated throughout the year and will be shared with anyone interested. As of February 16, 2021, 166 students have participated in their workshop and / or speaking engagements.

Project Description

GCFC is looking to the City of Cleveland for financial assistance to continue these services and activities into 2021 and 2022. The City has funded the Film

Commission for the past 22 years. The current contract between the City and GCFC is for \$250,000 for the period from July 1, 2020 to June 30, 2021. The total cost of this year's proposed operating grant project to the City of Cleveland is \$250,000.

Economic Impact

GCFC will market the City of Cleveland as a destination for the film industry, advocate for the creation of a favorable climate for the film industry, and create workforce development programming for local residents.