

SUCCESS STORIES

Mid-American Cine, which has lost substantial business in the last decade from downsizing of the advertising industry, was considering closing their doors. Had laid off staffers. Trimmed salaries in half. Ready to sell equipment. But has since called back two staffers, and are hiring two free lancers. Returned all salaries to full scale. UPDATE: ADDED FIVE NEW STAFFERS plus employs regular part-timers, averaging 14 man-days per month.

Quote from Chéryl Lerner, President:

“I can honestly attribute the business increase directly to the incentive package, which has offset the decrease from the commercial end. Were the incentives to go away now, I feel confident we would again be just another Michigan business at risk.”

- EMPTY WAREHOUSE AND OFFICE SPACE BEING LEASED: An ABC TV pilot, which took place in Detroit, rented the entire 17th floor of a Renaissance Center Tower; Leasing 27,000 sq. ft. of vacant downtown warehouse space, for storage, and set construction.

PRODUCTION OFFICE SPACE:

RUSSELL INDUSTRIAL CENTER has seen a revenue spike in film business of 400% over 2007. The historic, 2 million sq. ft. compound in heart of inner city Detroit, while re-inventing itself, expects film revenue to hit \$100,000 by year's end. Clientele matches perfectly with the diversified tenant base being created, of artists' residences, lofts, clothing designers, and specialty retail.

* UPDATE (11/17/09): Currently housing filming for VANISHING ON SEVENTH STREET.

WORK FORCE/CREW BASE:

SAMPLE CREW MEMBERS - Newly entering the industry, or returning to the state -- Ben Dresser - Undergrad student at Wayne State Univ., had a non-paying assistant's job on THE JOB, last Spring. Was hired as a paid locations asst. on PRINCE OF MOTOR CITY; has his next film now lined up, and has been granted an independent study program in which to finish up his degree, while working full-time.

* UPDATE (11/17/09) Has been working steadily on many projects over the last 18 mos.

Jamie Leigh Dake - Had been working in Chicago, and considered moving back. Is now back full time, working first on THE JOB, and just got hired as prod. coordinator for VIRGIN ON BOURBON ST. Also knows a lot of crew members in Illinois who may be relocating to Michigan.

* UPDATE (11/17/09) Has worked pretty steadily since, including UP IN THE AIR, THE IRISHMAN, THE WANNABES.

Joe Krause - A local location intern, who literally walked into the prod. office of THE JOB off the street, in Harmony Park, downtown Detroit. Got hired, did a great job, and had lined up a paying gig on a subsequent film.

Russell DeVriendt - A PERFECT CASE - U-Mich. graduate, who once worked at Applebees for several weeks in which "every single person in the kitchen was a U-M grad, with engineering degrees, finance, etc., who could not find a job." A trained Location Scout, he has worked continuously on YOUTH IN REVOLT, PRINCE OF MOTOR CITY, and now HBO'S "HUNG."

DIRECT QUOTE, AND UNSOLICITED: "The film legislation literally changed my life. And I know that sounds corny. But I have full-time work doing what I went to school for, and if I wanted, could work at it 7 days a week for the rest of the year. No other state program around that I can think of could bring this kind of result, directly to those who are eligible."

* Is still working steadily. May be at committee hearing if he can get away from VANISHING ON 7TH STREET.

Jennifer Schefer - Producer/line producer, who spent 10 years in L.A., has moved back to her home state** Has set up a STATE ACCREDITED educational training program (in Midland, Mich.) focusing on younger students, AS WELL AS LAID OFF WORKERS from other industries. Working with DLEG and Michigan Works! programs, No Worker Left Behind program, etc. Launching the school August 11. With 30-40 students per session, in needed filmmaking crafts such as costume design, hair/makeup, production/set design, directing, cinematography.

NEIGHBORHOOD BENEFICIARIES:

Various businesses (and residences) are receiving direct and indirect benefits and compensation from filmmaking...

- Leland House Hotel and Coffee Shop: Aside from the financial compensation from the multiple days of shooting, interior & exteriors, they received much neighborhood curiosity, a front-of-mind reminder to the community, and a serendipitous return of \$50,000 to \$100,000 in free publicity in the daily newspapers, and HOUR Detroit Magazine, which ran an eight-photo spread.

** ADDED NOTE: The above residual effects on these and other movies are not even close to the potential in waiting, once THE FILMS ARE ACTUALLY RELEASED TO THE PUBLIC.

Detroit Marriott Hotels - Renaissance Center and Courtyard

Film company bookings surpassed \$300,000 in first three months after legislation, with four film and television projects booked into both properties.

GROSS FILM REVENUE YTD: \$300,000 % over '07: 100%

Enterprise Rent-a-Car

Retained for seven productions in first two quarters, covering all regions of the state. Renting out between 15 and 50 vehicles for each shoot. Last year's total revenue from film business was under \$50,000.

GROSS FILM REVENUE YTD: \$400,000 % over '07: 700%

ICI Property Consultants

Industrial warehouse in Madison Heights. Once the HQ for Damman Hardware. Had been vacant since the beginning of the year. Was leased out to the film YOUTH IN REVOLT for production office space, set construction and shooting. Has placed an ad in the special issue of Daily Variety devoted to Michigan Filmmaking, running Aug. 26.

GROSS REVENUE YTD: \$80,000 % over '07: N/A

Chrysos Development, Royal Oak, MI

Developer's residential high rise, The Fifth Royal Oak, in the city's downtown business district jump started its tenant base by providing short term housing for two productions, Lifetime Television's Prayers for Bobby and Dimension Films' Youth in Revolt. Over two dozen of the 78 units available were occupied for a five month period. Units have since been offered for both rental and purchase.

* Additionally, the needs of cast & crew led directly to units becoming fully furnished, with an additional investment of over \$100,000.

Quote from John Hanna, President:

"You can't qualify or quantify the actual spark that lights the fire, and that's what the film incentives did for the city of Royal Oak, and the Detroit area. For a pedestrian friendly town such as ours, these people were shopping, joining a gym, getting their hair done, totally assimilating into the community. It's a great thing to watch, and even better to be a part of."

SALES GROWTH OVER '07: Approx. 25% over projected revenues

Worldwide Security & Investigations, Detroit, MI

This security firm's first film project, following a simple referral and interview, was Clint Eastwood's *Gran Torino*. With 20 new hires among the 60 staffers rotating 24/7, a quick learning curve was embarked upon as the firm oversaw and secured several city blocks of shooting locations, equipment, performers and property in the heart of Highland Park, and other metro Detroit area sites.

Quote from John Thomas, President:

"It was a definite shot in the arm to our business. I like creating jobs and opportunities for people, and this was a perfect example. They told us they never had a set where they didn't lose at least something. And at the end, we didn't have one single item missing. Not a single prop, piece of cable, nothing, and that made us all quite happy."

GROSS SALES YTD: Approx. \$200,000

% OVER '07: Approx. 40%

Interlochen State Park, Interlochen, MI

In a summer of high fuel prices and a poor economy, the popular recreational campgrounds received a welcome bump in business in the usual post-Memorial Day lull from the film *Youth in Revolt*. The production company spent five days shooting at the

park, renting 46 campsites mounting to 184 camping nights. While the park did not charge to actually shoot on the state property, the production did pay for state employees' wages, 185 Motor Vehicle Permits and the said campsite rentals.

Gross Sales from Shooting: \$8,000

American Imaging, Brighton and Livonia

Office equipment dealer of copiers, printers, etc. Short-term rentals from film business has "saved a couple people's jobs to be honest," said president Edward Montrose. "The film sector is what's been holding down the business for us as we had lost a lot of service contracts due to the economy."

Has supplied equipment to: *Prince of Motor City, Butterfly Effect 3, Gran Torino, Whip It, Gifted Hands*

Bill MacLeod – Small Business Owner, Northern Lights Co., Casco, MI

Long time key grip rents out his grip truck and services to the increasing number of productions now shooting in-state. Working with his gaffer partner, Tim O'Dea on commercials and industrial films, and like thousands in those industries, felt the industry's downturn over the last decade. Working any jobs he could find that paid much less until the film incentives passed last Spring. Is now working six days a week, 12 hours a day.

Quote from Bill:

"Previously I took any job I could get, working more hours, no IRA payments, drawing from savings, my truck wasn't working. Now, I can finally repair my roof and driveway, and several parties are interested in buying my older truck. People are in a buying mood now, and no, I never thought I'd say something like that."

Capital Investments: \$20,000 in new equipment; Also shopping for a new grip truck

Film work in 2007: 4 days

Film work in 2008: 100

Recent jobs: *Gran Torino, Demoted, Prayers for Bobby, High School*

SOMERSET INN, Troy, MI

Over 7,000 room nights used, or booked through end of 2008;

- Hired over 20 new employees, in areas such as housekeeping, front desk, kitchen, restaurants
- Increased operational purchasing 15-20%, to over \$70,000 in upgraded room amenities
- Projected guest room revenue of \$850,000, plus incidental revenue of \$350,000.

20% in TOTAL OVERALL BUSINESS.

GROSS FILM REVENUE YTD:

\$1.2 million

Quote from **Pam Holland**, Dir. of Sales and Marketing, Somerset Inn

"This bill is the single best thing the governor has done for this state, and no one in any of these areas of activity - in the suburbs, downtown Detroit, or even outstate - would say it is anything short of spectacular. It is by far the best thing that's ever happened to Michigan."

Contact Information: PHolland@SomersetInn.com

248.643.7800

S & R Event Rental, Harrison Twp.

Firm almost relocated to Pennsylvania a couple years ago, after taking on several film projects there. That thought was abandoned this year after film incentives kicked in as they have HIRED 11 NEW EMPLOYEES, including SEVERAL LAID OFF AUTO WORKERS.

YEAR TO DATE FILM REVENUE: \$300,000
% OVER '07: 1000% (NOT A TYPO!)
ADD'L INVESTMENT: \$80,000 in new equipment and inventory

Quote from Co-owner Rodney Ouelette:

"If the general public knew the amount of money a film crew spends, they would understand how good this legislation is. The average feature spends about \$1.25 million a week. It's transforming my business from seasonal in nature to one that is year-round." (Contact: Rodney Ouellette 1-800-230-7706 SRTent@Gmail.com)

McDonald Movie Solutions, Southfield/Milford – (Revised with new info)

By all accounts, the first Michigan company to produce star trailers and honey wagons, manufactured completely in-state with all Michigan parts and labor. A long time manufacturer of modular offices specializing in construction site trailers, the firm has transformed much unused inventory, given that sector's downturn, into state-of-the-art movie trailers. Produced at their Milford facility, they are utilizing three full-time tradesmen who recently were nearly laid off. Three fleets have already been finished thus far.

McDonald Movie Solutions (cont'd)

CAPITAL INVESTMENT: \$400,000-\$500,000 (Over 30 vehicles)
YEAR-TO-DATE SALES: Two films booked with shooting to start in October. Transactions not yet final.

Quote from John Dupuie, vice president:

"We've invested a significant amount of money in the potential success of the legislation, and how it's being handled on the front, middle, and back end. We're looking very much forward to seeing the fruits of everyone's hard work, and making an effective impression on the film industry."

Rivet Entertainment/Producer Bill Latka, Traverse City

After living in Hollywood 20 years, television producer Bill Latka has just moved back to his hometown of Traverse City, where he has also purchased a home which had been on the market for over a year. He will be putting thousands of dollars more into the house, in both renovations and a post-production studio. Is currently preparing projects on which he will hire 15-20 new staff, and do all post-production work at home.

Is also working on a feature film to be shot entirely in Michigan, for which he is currently raising the \$5 million budget.

Quote from Bill Latka:

"I've wanted to move back for years, and was able to do so purely from the film incentives. For my home renovations I'll be frequenting local independent merchants wherever possible. And this may sound corny, but I'm excited as hell about gathering a new group of filmmaking talent here in the area. I like signing paychecks, I really do. Being able to help put people to work makes me happy.

Contact: Blatka@RivetEntertainment.com 310/990-1938.

Ciao Catering, Grand Blanc – (Revised with new info)

Has just purchased a SECOND NEW CATERING TRUCK, each at \$100,000, plus another \$20,000 in support and storage vehicles.

Has hired five part time employees, accompanying the 10 new full-timers hired in early summer.

SALES YEAR TO DATE: \$750,000

% INCREASE OVER 2007: 100%

Quote from owner Dan Gearig:

"The film bill is great for the small guys...like me. I've been hiring like crazy. I can see us hitting \$1 million in revenue next year at the rate things are going. It's helping other small companies too, like limousines, chair rental companies and others."

Kind Services, Auburn Hills – (Revised with new info)

Craft Services company almost moved to Oregon after the decline of the commercial industry, but since the incentives passed, have hired four new employees, and a host of part-timers. Now up to three crews working at any one time, and may need a fourth. Has invested \$15,000 in a new truck, and equipment.

GROSS REVENUE: Avg. of \$20,000/week

% INCREASE OVER 2007: 350% per current pace

Quote from owner Bryan Meganck:

"I'm now turning down two movies for every one I accept, but our business is about personal service, so I'm fine with a controlled growth. It spreads the benefits to more parties, and we're basically booked through December anyway. Being on set too, I know of a half dozen crew members who are moving back to Michigan, either as returning Michigianians or L.A. transplants. And two of these guys are already buying homes."

- **City of Highland Park**, received a general production investment of well over \$750,000 into several residential streets from the film *Gran Torino*. Residential homes were upgraded with new driveways, garage expansions, porches, landscaping and paint jobs, in addition to personal cash payments to homeowners. "Leave it better than how we found it," is Mr. Eastwood's motto. CITY HAS BEEN HOST TO SEVERAL PRODUCTIONS, INCLUDING *HIGHLAND PARK* (w/Library story), *BUTTERFLY EFFECT*, *AMERICA*, *GIFTED HANDS*, *PRINCE OF MOTOR CITY*, *THE JOB*

The Oink Joint, Birch Run Twp.

Classic east coast style diner was converted to a pork & rib restaurant specifically for the **Drew Barrymore** production, *Whip it*. New owners and rookie restaurateurs Ann and David Rheaume retained the new theme, used the actual menus used in the film, secured all rights to the name, and since re-opening on Black Friday of last year, have watched the customer traffic pour in. By stressing hard work, good food and service, the eatery has been an immediate tourist hit on Route 83, just two miles from the Birch Run outlet stores, and five miles south of historic Frankenmuth.

Hoping to again display the 16' tall styrofoam pig that sat atop the roof during filming, the Oink Joint already has created enormous buzz months *before* the film even opens.

Gross sales volume:	60% above projections
Estimated value of building renovations:	\$30,000 (conducted by film company)
Oink Joint memorabilia sold:	300 t-shirts, 75 baseball caps, sold nationwide

Malota's Martial Arts Studio, Birmingham

Stunt coordinator **Peter Malota**, after working in Hollywood since 1979 with such performers as Jean Claude Van Damme and Oscar winning director John Avildsen, moved back to Michigan full-time, and now trains movie stunt performers for jobs statewide while also working as a stunt coordinator himself here in-state.

Resumes received in application:	150 resumes, nationwide
No. of students enrolled:	50 through the end of 2008
No. of students hired:	11, working on Butterfly Effect: Revelation, Miss January, and All's Faire in Love

Quote from Peter Malota:

"I'm so thrilled to have already hired 11 local performers for films I've coordinated. Plus, I know five or six performers in L.A. now moving back home to Michigan. The film incentives are definitely creating jobs and a positive effect for the entire state. It's genius."

CHOW Catering, Grand Blanc – (Revised with new info; add'l updates possible) **

Has just purchased a SECOND NEW CATERING TRUCK, each at \$100,000, plus another \$20,000 in support and storage vehicles.

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Deano's Inc, Grand Rapids

Full-service studio operating over 20 years has also partaken in the current film activity. Providing work ranging from lighting services and grip & electric, to full set design, staging and production on its two sound stages, including one dedicated solely to green

screen. Has added one free lance builder, and is investigating purchase of a larger 10-ton grip & electric truck.

Film credits to date:

*Chaos Experiment, Hopeful Notes,
Caught in the Crossfire*

Revenue from Film Business: \$123,000

CONTACT: Dean Horn, e-mail: info@deanostudio.com; Ph- (616) 447-2773

Shell Gas Station, Howell

Unassuming gas station on Pinckney Rd. saw diesel fuel business double for four months in Fall, 2008. Fuel was sold for a variety of production uses, including trucks, generators, honey wagons, snow-melting machines (since location subbed for Los Angeles) and crew's personal use.

Sales Volume: 200-300 gallons of diesel fuel per day (\$4,000/month avg.)

% Increase from '07: 100%

Films worked on: *High School*

Quote from proprietor Tom O'Connell:

"It definitely made my fiscal year. I'd do it again tomorrow. Send them back."

Contact: ptoc@ymail.com; 517/202-4133

Scenic Design Group, Fraser

A classic comeback story for this props, set design and fabrication company, which almost moved to Las Vegas after a large downturn in local business. Owner **Jonathan Krueger** nearly started over from scratch, working out of his home basement. After a referral led to work on ABC TV's *Extreme Makeover: Home Edition* in 2008, he was hired for ABC's upcoming obstacle course reality show *Crash Course*, which airs this summer.

Company expanded into a 500 sq. ft. shop, and then into a new 15,000 sq. ft. building in July, 2008, filling its floor space gradually as the work has increased.

Film & TV revenue: \$200,000

Employment: Expanded to six full-time staffers from two
Hired 35 part-timers for *Crash Course* (including many out-of-work auto workers, designers, carpenters).

Quote from owner **Jonathan Krueger**:

"The last year and a half I've been extremely blessed. Business now is exponentially higher than what we were doing."

Contact: jkrueger@scenictextures.com; 586/322-8101

City of Detroit

A simple cash infusion came from ABC TV this summer for use of the concrete paddock on Belle Isle, for the network's *Crash Course* reality show. ABC is already in preparation for returning for more episodes this Fall.

Season 1 Revenue (3weeks of usage): \$20,000

Quote from executive producer **Kent Weed**:

“We’re basically building an amusement park on Belle Isle. We looked at a number of places, but Detroit is the Motor City. The location is perfect.”

Carrie Ray Casting, Royal Oak

Worked in Chicago for several years, casting projects in both Chicago and Detroit. Moved back to Michigan full time in April 2008 after the film incentives passed, setting up shop in a Royal Oak building that had been vacant well over a year. Also conducts acting and audition workshops, while also running the Farmington High School Theatre Dept.

Employment: Hired one new staffer; Mich. native returned from Chicago
Assigned projects: *Miss January, Gifted Hands, America, Betty Anne Waters, Up in the Air, Stone, Flipped, Alleged, Trust*
Most proud of: Over 30 of 56 speaking parts in *Betty Anne Waters* went to Michigan actors

Quote from Carrie Ray:

“The core of Michigan’s acting pool has the best attitude you could want. They’re humble, and have no idea how good they are, yet still want to grow and learn. It’s what makes this business so worthwhile.”

D.P. Makeup Studio, St Clair Shores

Another small business opened up last year, as 15-year auto industry veteran **Dan Phillips**, having survived a previous layoff at Chrysler Corp., took a buyout from Mopar Auto Parts in May 2008, just after the film incentives passed. Having studied makeup for several years, he was able to land a gig on two projects last year, and opened his D.P. Studios in November where he teaches 10 students at a time, while also serving as an instructor at the newly launched Center for Film Studies located in Madison Heights.

Projects worked on: *Intent, Come on Over, Crash Course*

D.P. Makeup Studio (cont’d)

Quote from **Dan Phillips**:

“I saw the writing on the wall when they offered the first set of buyouts, and people thought we were nuts to take it. I knew I wanted to do this full time, and it all seems to be working out.”

Contact: dannyflips13@comcast.net 586/873-8216

Howell Western Wear, Howell

An unexpected windfall of sales, PR and word-of-mouth for this independent shop in Howell when the film *Betty Anne Waters* filmed there as the entire crew stopped in, including stars Hilary Swank and Minnie Driver. The visitors scooped up stacks of boots, belts and shirts from the shelves, bringing in more than \$1,000 *above* a typical day’s receipts.

Single day gross revenue: \$2,000

% Over Normal Business: 100%

Quote from proprietor **Lynn Trevor**:

“It was wonderful. They mobbed the place on Saturday, and showed total professionalism. We had all movie people for two straight days, and we’re still doing business with some of them, via on line. With the word-of-mouth, and neighborhood buzz, it was an unexpected bonus to the operation.” **Contact** Lynn Trevor-517/552-8010

Clifton Chippewa – From Salon Owner to **Emmy Award Nominee**

Ann Arbor hair stylist sold his salon in October, 2008, and with no idea what he would do next, said to his wife, “Let’s see what unfolds.” With a few movies already under his belt, Clifton was recruited for the Lifetime movie, *Prayers for Bobby*. After a half dozen projects later, Chippewa, whose surname derives from his Saginaw Chippewa Native American tribe, **was nominated for an Emmy Award** for his work on TNT’s *Gifted Hands: The Ben Carson Story*.

Clifton’s experience on the HBO film *61** was huge training for him, preparing 465 extras per day, to fill the stands of Tiger Stadium. That experience came in handy on “Prayers,” which featured hundreds of extras, and this fall’s remake from MGM, *Red Dawn*, which in some scenes requires as many as 6,000 extras.

Now one of the state’s senior film stylists, Clifton gives back to the industry too, having conducted a 5-day hairstyling course with his mentor, Emmy Award winner Julia Walker.

Film credits to date: *61**, *8 Mile*, *Jumper*, *Prayers for Bobby*, *Gifted Hands*,
Gran Torino, *America*, *Butterfly Effect 3*,
Betty Anne Waters, *Flipped*, *Red Dawn*

Comment from Clifton Chippewa:

“Certain people took me under their wing and worked with me, which I needed even after doing hair for 42 years previously, so there’s a definite learning curve for this business. What you know from salon work you can leave at the door. The incentives are great for our state in a variety of ways. So many people are now comprising a new industry, and creating an actual film community.” **Contact:** crzyhrse@comcast.net; 734/424-0455

Jennifer Westin – Returning home created *The Lake Effect*

Kalamazoo native returned home to produce her first project after working on both coasts for several years, overseeing a script’s revision specifically to take place in Western Michigan. Westin conducted her own Michigan filmmaking lab, housing the writer/director and their lead actors for several weeks at her family’s beach house near South Haven. “It was a lot like camp,” she says. There, *The Lake Effect* was revised and polished for filming this summer, and stars Disney Channel star **Kay Panabaker**, who soon appears in MGM’s upcoming remake, *Fame*.

With an ultra-low budget and crew, not to mention 13 local actors, the show provided great experience to many apprentices in the area, where the crew base is still building. Some very experienced keys, and a cinematographer who has shot around the world were glad to mentor the young, hungry crew. “Enthusiasm and responsibility are as important as skill,” says Westin.

Quote from Jennifer Westin:

“Most producers find a project, and then a state to film it in. We did the reverse, finding the state first, and then the project. We got every location we wanted, which hardly ever happens. Places like the Western Michigan campus, the old Gibson Guitar plant (now Heritage Guitars) and Bell’s Eccentric Café in Kalamazoo, and South Haven’s Sherman’s Ice Cream, all affirming the movie’s authenticity. The incentives program is just fantastic. Plus, with fresh water and sandy beaches, how could it go bad?” Contact: 213/841-0800 jennifer_westin@yahoo.com.

Mannie’s Bagel and Deli, Lake Orion – The Summer Downturn that Wasn’t.

Proprietor Annie Goldberg has been able to pay her bills worry free for the first summer since opening her doors five years ago. The summer off-season has annually been one of penny-pinching and tentative employment for her staff.

Unexpectedly, Kind Services, a leading movie craft services company, began ordering a rash of bagels, salads, sandwiches and spreads, leading Goldberg and her master baker to arrive at 3am daily to start preparing, and thus giving more hours to her staff.

Quote from Annie Goldberg:

“It’s been incredible. The film business kept me going during my summer slow season. Normally, I’m nervous that I won’t be able to make the rent. As a mom & pop shop, my numbers aren’t that big, but they’re very big to me. I had no idea what the film incentives were all about, but Bryan and Megan (of Kind Services) were coming in 5-6 times a week, ordering more and more. In turn, I’m ordering more from my suppliers as well as keeping people employed!” I imagine this is a wonderful thing for the Michigan economy, and I am happy and thankful to be a part of it. Manniesbagel@sbcglobal.net; 248/814-0419

EPICENTER STUDIOS RELOCATES TO DETROIT AREA

Los Angeles-based video game developer (*Real Heroes: Firefighter*) is opening a second studio here, preparing to operate multiple divisions. CEO Nathaniel “Than” McClure (producer, *Call of Duty* franchise) intends to bring 2-6 staffers from L.A., and **add 20-25 local hires** in the games division alone over the next 12-18 months. Two projects incorporating a multi-million dollar budget would be immediately commenced once the company opens its doors, scheduled for this fall. He is currently in final stages of securing office/production space for the operation in the metro Detroit area.

Other divisions include film and television, requiring **another 15 local hires**, all full-time, year round employees. One feature film has been green lit already, with an intended Michigan shoot, with another one scheduled soon after, in addition to a reality television show now in advanced development.

Quote from CEO Than McClure:

“Many friends and associates in the industry are showing great interest in coming to Michigan as well. When they see what the state has to offer, be it home values or school systems, or the four seasons, it’s basically a no-brainer. We’re excited as hell to be part of this new vibrant and creative community.” Contact: than@epicenter-studios.com; 818/720-7199

“TICTOCK VILLAGE” FILM COMMUNITY, Holland

Urban renewal became an added serendipitous benefit of the Michigan film incentives as Holland-based TicTock Studios, expanding its existing production operation, turned a gang & drug riddled area of the city’s 18th Street into a literal creative campus. TicTock developers gutted and fully renovated five homes in a row, expending about \$100,000 each, installing new granite counters, Jacuzzis, landscaping, etc.. The homes have been transformed into studio-type housing for production offices, wardrobe and even as a filming location (*Tug*).

Renovations were done to 15 other homes in the few block radius, plus on two commercial buildings, facilitating commercial investment of a new coffee shop and an art studio. Gang tagging and crime have since fallen drastically in the area, while other residents have also increased their own home maintenance efforts.

Total capital investment: \$750,000
No. of full-time employees: 6
West Coast Transplants: 3

Dina Marie Chapman (screenwriter), Christine Elise (actress), Michael Hagerty (actor) have all purchased homes in the area, living here full or part time and/or working on Michigan film projects.

“We wanted to create a positive impact on the area, and improve the neighborhood while also increasing the feeling of community and a creative environment. The gang activity alone, fellows hanging out on the corners has subsided greatly.”

Contacts: Dana DePree Minter: 616/836-3652; dana@ticktockstudios.com

SPECIAL D Events, Royal Oak

Long time special events producer began offering VIP Airport Facilitator (“Meet & Greet”) Service a few years ago, and has seen that sector of business spike since the film incentives passed in April, 2008. Providing the definition of personal service, Special D Events personnel assist travelers from the point of stepping off a plane - ***at the gate!*** - to getting securely into their limo or hotel, and vice versa. In a post-9/11 world, it is a service that is often invaluable for new visitors to the area, helping with security problems, missing luggage, delayed or cancelled flights, security or privacy issues, and an overall first and lasting impression of Michigan hospitality.

Assignments *pre*-film incentives: 2-3 per year
Assignments *post*-film incentives: 15 so far in 2009
No. of film clients: 2
Titles of film credits: *Oogieloves Big Balloon Adventure, Game of Death*
No. of employees retained: Rotating roster of ten free lance employees
Contact: Carol.Galle@SpecialDEvents.com; PH – 248/336-8600

AROUND THE WORLD TRAVEL, Farmington Hills

Linda Sherman had been keeping things afloat at her Detroit area travel agency despite her corporate client sector trending continuously downward the last 10 years, reflecting statewide conditions. Founded in 1983, she had a brief taste of film work years ago on the movie “Judicial Consent,” so when the incentives passed, she registered on the Michigan Film Office Production Directory the next morning and has seen substantial

results. A moderate sized operation, Around The World has serviced five projects so far, and hired one new full time employee to assist the workload.

2008 Sales Increase vs. 2007:	up 25%
2009 Film Business vs. 2008:	up 50%
Film Credits to Date:	<i>Miss January, Intent, Game of Death Oogie Loves Big Balloon Adventure, A Year in Mooring</i>

Quote from **Linda Sherman**:

“All of my corporate business is down. Simply put, the film business has put the wind back in my *sales*. I am thankful for this business every day.”

Contact: atwtravelinc@gmail.com, 248/476-3433

WHALEY CHILDREN’S CENTER, Flint

Annual event benefitting this residential treatment center for children received unexpected contributions from the director and stars of “**Alleged**,” a film about the Scopes Monkey Trial, which recently filmed in Flint and Crossroads Village.

Stars Nathan West, Ashley Johnson, JR Bourne and director Tommy Hines contributed both time and money to the Oct. 10 event, auctioning off two set tour & lunch packages (raising \$1,900), while also making the winning bid on a Detroit Pistons suite package (\$1,000) and a Cabo San Lucas vacation (\$600). In addition, another 40 event tickets were sold in the few days following announcement of their attendance and participation.

Amount donated/facilitated by “Alleged” contingent:	\$ 7,100
Total Amount Raised:	\$ 45,000

Quote from **Jill Katynski**, Development Coordinator:

“The actors and director were simply great. They stayed for dinner, took photos, discussed the set-visit package, and were just totally accommodating. And the winning bidders on the set visits, needless to say, had a fabulous time. We depend on this event for a good portion of our annual budget, so their assistance was beyond helpful.”

Contact: **Katie Parker**, Development Dir. kparker@whaleychildren.org, 810-234-3603

STUNT COORDINATOR STEVE HART, Lowell

Lakeview, Mich. native **Steve Hart** worked in Hollywood for 30 years as a Stunt Coordinator and 2nd Unit Director until passage of the film incentives presented an opportunity to return to his home state. In November 2008, he purchased a new home on a gorgeous river in Lowell, east of Grand Rapids, and resuming his Michigan residency, now divides his workload between Michigan and around the country as the state's filming and stunt work gain traction. Steve also gives back when he can between gigs, having already addressed film students at nearby Compass Academy in Grand Rapids.

Film credits since returning to Michigan: *Chaos Experiment, The Irishman, Hung*

Quote from **Steve Hart**:

“When I moved in, I looked at exactly where I want to be. I can see this being my retirement home.” Contact: MaverickStunts@mac.com, 818/259-6600

MICHIGAN MOVIE MAGAZINE, Dexter

Given the current economic climate, and with print journalism contracting as much as the car business, starting a new magazine today could easily be called gutsy, crazy, or both. **Chris Aliapoulios** might accept either label after introducing his new publication last July, **MICHIGAN MOVIE MAGAZINE**. Yet another auto exec to take a buyout (19 years at Ford in quality control and engineering), Chris saw an obvious opportunity as Michigan's film activity exploded last year after the film incentives went into effect. With partner **Kuba Ingram**, the publication covers all facets of Michigan filmmaking – from set visits to producer/star profiles to premieres to the burgeoning workforce – staking a claim to be at the forefront of Michigan's hot new industry. The current issue can easily be identified, with a photo of Drew Barrymore gracing the cover, taken during her recent Detroit visit.

Employment:	6 core staffers; 16 free lance contributors
Circulation:	5,000, and growing
Distribution:	Borders, Barnes & Noble, Waldenbooks, BookWorld stores in Michigan, Ohio, Illinois
Ancillary Products:	* Sister television show now in production, targeted for statewide broadcast syndication * Sister e:zine featuring related video content, debuting soon

Quote from Chris Aliapoulios:

“After the buyout, we asked, ‘What do we want to do now?’ Here was something new to the state that was actually growing! We want to build something that’s not just a product, but to get people involved. The film business is like a beacon now; not just movies, but video games, digital media, websites, all galvanizing lots of people. It’s great to see.”

Contact: chris@michiganmoviemagazine.biz; 734/726-5299

WORKFORCE HIGHLIGHTS

From the Auto Business to the Movie Business...

Two auto industry veterans, with more than 52 years between them working for multiple suppliers, have found new careers servicing film productions at a leading film industry vendor. **Bill Banfield** worked for 20 different companies before being laid off by Coopers Standard in July '08. He started at S&R Event Rental the next month, and is now their Movie Coordinator, managing all aspects for film shoots, including delivery and set-up of equipment, staffing, operations and scheduling.

George Terrien was a design and project manager for three Tier 1 auto design houses over 20 years before being laid off in Oct., 2007. He joined S&R in August, '08 and is now Sales Manager of the firm's movie division, following up leads on what films are coming to the state, when they arrive and what their needs are, such as tents and seating, generators, landscaping, maintenance, and other goods or services.

Tarrance Alfred – His Mother's House Almost Became Clint Eastwood's; Instead, He Became Assistant Locations Mgr.

An international martial arts champion and fitness trainer, Tarrance was about to move his Detroit training academy to South Beach due to the area's economic downturn. By chance he met the *Gran Torino* Locations Manager at Tarrance's mother's house, which was being scouted as the possible home of Eastwood's character. Tarrance fit easily into a new job as Patrick's assistant, comfortable contacting homeowners and helping negotiate property rights in the Highland Park neighborhoods in which the film was shot. Plus, given his new film connections, the northwest Detroit resident hopes to also put his martial arts background to use as a fight choreographer.

Quote from Tarrance Alfred:

"Locations Manager Patrick Mignano was great in mentoring me, and showing me the ins and outs of the job. I took to it like a fish to water. With so much film activity arriving, I anticipate there may be more work for me down the line." Contact Info: akaymt@comcast.net, 248.246.6242

Greg Graves, Greens Assistant, Set Dresser

A stage hand on live events and concerts, this **northwest Detroit resident** got the film bug on the Eminem-starring vehicle, "8 Mile," and continued on a small level until the film incentives passed in April, 2008. Since then, Greg consistently performs the varied tasks required on a film set such as carpenter, set dresser, swing man, greens assistant and others. Since April, '08, he has worked on the films, *Youth in Revolt*, *Clint Eastwood's Gran Torino*.

REVERSING THE BRAIN DRAIN

Following is a quick sample of an increasing number of crew members who have returned to Michigan from film work out of state, or cancelled original plans to move to Hollywood, all staying in-state to work on film projects.

Debashis Mazumder, Ann Arbor (associate producer, *Art House*) Ann Arbor

Aaron Lebovic, Farmington Hills (*Miss January*)

Geoff George, West Bloomfield (*High School*, independent productions)

Emily Milton, Ann Arbor (production design, *Art House*)

Shawn Grice, Grosse Pointe (director of photography, *Art House*)

Oren Goldenberg, Huntington Woods (director of photography)

Tina Constat, Hamtramck (Locations Mgr., *Betty Anne Waters*)

- **Alexa Courtney**, Rochester (prop asst); graduated college in Spring 2008 and found work almost immediately. Credits: *Gifted Hands*, *America*, *Hung*

- **Jessica Hernandez**, River Rouge (makeup artist), was prepping a move to New York, but canceled after finding film work. Credits: *Virgin on Bourbon St.*, *Flipped*, with others on tap.

- **David Petrucci**, Novi (actor/extra); took a buyout from Chrysler after 10 years working on the line; has since finished his first screenplay, and started a production company. Credits: *Prince of Motor City*, *Whip It*, *Betty Anne Waters*, *Hung*, *Stone*, *The Irishman*

- **Hugh Holesome**, Dearborn (sound mixer, actor); Was literally about to move to L.A. in 2008 when line producer Diane Cheklich informed him of the pending film incentives. After staying, he's worked on *Red & Blue Marbles*, *Miss January*, *The Man Who Collected Food*, and others.

- **Nancy Johnston**, Bloomfield Hills (writer/producer); former ad exec moved back from England after 10 years there. Has started own production company with several projects planned.

- **Grant and Janice Ortbring**, Chelsea (child actor and mother); 13-year-old's first 'real job' as an extra on *Flipped*, thus starting his college fund. Mother, a former councilwoman, is currently and enthusiastically spending dollars in head shot photography, acting teachers and voice coaches, actively investing in the creative class infrastructure at hand.

SAMPLE RESIDUAL RESULT FROM MICHIGAN FILMMAKING:

Film: *UP IN THE AIR*, Paramount Pictures, 2009

Beneficiary: Detroit Metropolitan Airport

Artwork used on the teaser poster, and all copies of the new edition of the book on which the film is based, both now distributed all over the world, is of a silhouette photo of George Clooney against the giant picture window at the new McNamara Terminal. (sample displayable) Premieres on **December 4** in limited release, and expanding wider on **Dec. 11 and 25**.

ENDORSEMENTS:

Detroit Free Press (also called incentives "Best Image Boost for Detroit" in 2008)

Crain's Detroit Business

Grand Rapids Press

Flint Journal

Lansing State Journal

Oakland Press ("The Incentives are Working," 10/25/09)

Jackson Citizen-Patriot

Holland Sentinel

Livonia Chamber of Commerce

Ferndale Chamber of Commerce

Novi Chamber of Commerce

Royal Oak Chamber of Commerce

Howell Chamber of Commerce

PRODUCTIONS APPEARING NATIONWIDE

TWO MICHIGAN MADE FILMS PREMIERE IN ONE WEEKEND

- *Meltdown*, an action crime film shot in Bay City, had its Midwestern Premiere, **Friday, October 30**, at the State Theatre in Bay City.

- *Offspring*, a horror film shot in the Muskegon area and the U.P. had its U.S. Premiere Friday, Oct. 31 at Muskegon's Harbor Theatre. Part of the Moderncine Scarefest.

Offspring will be released on DVD by Lionsgate/Ghost House Underground next month. Filmed in Duck Lake State Park, Fruitland Twp., Freesoil, Lake Harbor Park, Muskegon, Munising

UPCOMING RELEASES

- *Up in the Air*, starring George Clooney and directed by Jason Reitman ("Juno") will be released by Paramount Pictures on **December 4** in limited release. Expanded release on **Dec. 11 and 25**. Filmed in Romulus at Detroit-Wayne County Metropolitan Airport.

- *Youth in Revolt*, starring Michael Cera ("Juno") will be released in theatres by The Weinstein Company on **Friday, January 15, 2010**.

Filmed in Ann Arbor, Detroit, Ferndale, Frankfort, Hazel Park, Interlochen State Park, Lake Leelanau, Madison Heights, Rochester, Royal Oak, Traverse City, Wixom

NOW PLAYING

- *Whip It*, directed by and starring Drew Barrymore, along with Ellen Page (“Juno”), from Fox Searchlight Films is NOW IN THEATRES.

Filmed in Birch Run, Detroit, Ferndale, Hamtramck, Troy, Ypsilanti

- *Capitalism: A Love Story*, a new documentary from filmmaker Michael Moore, from Overture Films is NOW IN THEATRES.

NOW ON DVD

- *Gran Torino*, starring and directed by Clint Eastwood. Filmed in Royal Oak, Grosse Pointe, Center Line, Highland Park.

- *Butterfly Effect: Revelations*. Filmed in Detroit, Highland Park

- *Gifted Hands: The Ben Carson Story*. Starring Cuba Gooding Jr., as renowned brain surgeon and Detroit native, Ben Carson, aired on TNT Network February 7. Filmed in Detroit, Highland Park, Grosse Pointe.

Michigan Incentives Production Results

PREVIOUSLY RELEASED PRODUCTIONS

- *Crash Course*, a reality TV series aired on ABC last summer. Filmed on Detroit’s Belle Isle.

- *Hung*, a comedy series on HBO has been renewed for a second season. Filmed in Birmingham, Clarkston, Commerce Twp., Detroit, Hamtramck, Livonia, Orchard Lake, W. Bloomfield, Wyandotte and other S.E. Michigan locales.

- *Prayers for Bobby*, starring Sigourney Weaver, aired on Lifetime Network January 24. Filmed in Bloomfield Hills, Ferndale, Madison Heights, Redford, Royal Oak.

- *Wedding Day*, a reality TV series produced by Mark Burnett (“Survivor”) aired on TNT Network last summer. Filmed in Detroit, Clawson, Saginaw.