



# Michigan



## Local Economic Impact

- \* The motion picture and television industry in total is responsible for more than 36,000 jobs in Michigan, including indirect jobs.
- \* More than 4,000 are annual FTE direct production-related jobs, paying approximately \$200 million in wages, and jobs are up 13% over 2007.
- \* According to the Michigan Film Office, Michigan filming expenditures have gone from barely \$2 million in 2007, to \$125 million in 2008, to an estimated \$223.6 million in 2009. Jobs for crew exceed 4,000 and another 4,000 for actors, as both extras and day players.<sup>5</sup>
- \* There are more than 2,750 movie and TV industry businesses in Michigan<sup>6</sup>, including Scenic Design Group in Fraser and TicTock Studios.
- \* In total, vendors working with the production industry in 2008 numbered in the hundreds, and received \$42 million in payments from MPAA member companies alone. These are vendors like a small film delivery service in Dearborn, a small printing company in Wixom, and a packaging company in Belmont.
- \* The effects of film production extend outside the immediate vendors – the Ann Arbor Area Convention and Visitors Bureau reports that the region’s hotel industry sold more than 20,000 room nights to the film industry in 2009, an increase of 450% over 2008, at a time when the hotel industry’s occupancy rates had been slipping.<sup>7</sup>
- \* A major motion picture shooting on location contributes \$225,000 every day to the local economy.

## Key Statistics

	2007	2008
<b>Economic Indicators<sup>1</sup></b>		
Population (MM)	10.05	10.00
Per capita income	\$34,423	\$35,299
Labor Force (MM)	5.02	4.94
Unemployment (MM)	0.36	0.42
Unemployment rate %	7.1%	8.4%
<b>Filming<sup>2</sup></b>		
Movies	10	35
TV Shows	1	8
<i>Total</i>	<i>11</i>	<i>43</i>
<b>Motion Picture &amp; TV Industry Employment<sup>3</sup></b>		
Production-related jobs	3,589	4,056
Consumer distribution-related jobs	11,938	11,105
<i>Total jobs (including indirect)</i>	<i>36,565</i>	<i>36,080</i>
Production-related wages (\$MM)	\$163.9	\$199.6
Consumer distribution-related wages (\$MM)	\$330.9	\$310.4
<i>Total wages (\$MM) (including indirect)</i>	<i>\$1,589.0</i>	<i>\$1,631.7</i>
<b>Local Vendors<sup>4</sup></b>		
Production industry payments to MI vendors by MPAA members (\$MM)	\$34.2	\$41.9

## Movie & TV Filming Examples

- \* **2009:** *Stone*, starring Edward Norton and Robert De Niro. *Flipped*, directed by Rob Reiner.
- \* **2008:** *Gran Torino*; *Prayers for Bobby (TV)*; *Up in the Air*; *Whip It*; *Capitalism: A Love Story*.
- \* **Historic:** *8 Mile*; *Beverly Hills Cop I & II*; *Die Hard II*; *Dreamgirls*; *Four Brothers*; *Grosse Pointe Blank*; *Hoffa*; *Midnight Run*; *Road to Perdition*; *Transformers*; *True Romance*; *Upside of Anger*

## Infrastructure Projects

- \* Michigan's film production attraction efforts are expected to create 5,993 new jobs, including 4,066 new film, animation and programming jobs.<sup>8</sup> Studios like Hangar42 Studios in Walker and 10 West Studio in Manistee are now in operation, and five other projects continue to move forward in metropolitan Detroit and in Southwest Michigan.<sup>9</sup>

## Tax Incentive

- \* Beginning in April 2008, the Michigan film production credit provides a refundable, assignable tax credit of up to 42% of the amount of a production company's expenditures (depending upon type) that are incurred in producing a film or other media entertainment project in Michigan.

<sup>1</sup> U.S. Bureau of Economic Analysis (BEA), Bureau of Labor Statistics (BLS)

<sup>2</sup> Film commission film listings and other reports.

<sup>3</sup> Analysis of total jobs and wages (direct and indirect) using BLS data, SIC to NAICS bridge, industry data, and the RIMS II model of the BEA.

<sup>4</sup> Analysis of studio and network survey submissions received.

<sup>5</sup> Michigan Film Office 2009 Annual Report

<sup>6</sup> Analysis of Dun & Bradstreet industry reports.

<sup>7</sup> AnnArbor.com, "Michigan's growing film industry boosts Ann Arbor hotel occupancy," by Nathan Boomey, 11/15/09. Michigan Film Office 2009 Annual Report.

<sup>8</sup> Michigan Governor's Press Release, "Granholm: New Michigan Projects to Create Nearly 6,000 jobs," 2/3/09.

<sup>9</sup> Michigan Film Office 2009 Annual Report