

May 18, 2011  
Senate Economic Development Committee

I'm on the Board of Directors for the Detroit Film Theater, in The Detroit Institute of Arts, and we had a celebrity interview held with Michael Imperioli, of Detroit 1-8-7, where guests in the audience could submit questions. This one night event generated \$18,000 for the DIA, a public institution.

Our plan was to hold one event a month and this would have generated at least \$200,000 annually for the DIA.

Additionally, we were filming the interviews and planned to create a series to broadcast with local sponsors on cable television. Again, an excellent opportunity to generate revenue for the DIA.

George Clooney was set up to be the next in the series, but withdrew when the incentives were removed, saying he didn't feel welcome in the state.

This series would have been very successful in generating income for our world class museum, but it was also a new beginning for creating awareness and excitement for the cultural center in the city of Detroit. People were getting excited again about coming into the city.

So the citizens of Michigan have suffered a double blow here – the loss of revenue to support our public museum, and the new energy that was infused into the city of Detroit has once again drifted away.

The energy and excitement that the film industry brought to Michigan can revitalize the area and bring growth and revenue and jobs.

Plus, it can benefit our cultural institutions.

I will participate in any future hearings. I hope this story will be told tomorrow.

Sincerely,

Cherie Happy

Board of Directors  
Detroit Film Theater/ DIA

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