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January 19, 2024

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Nick Gerwitz
House of Representatives
PO Box 30014
Lansing, MI 48909-7514

VIA ELECTRONIC MAIL ONLY
ngerwitzHouse.mi.gov

Dear Mr. Gurwitz:

This letter is to support House Bills 4907 and 4908, the Multimedia Jobs Act.

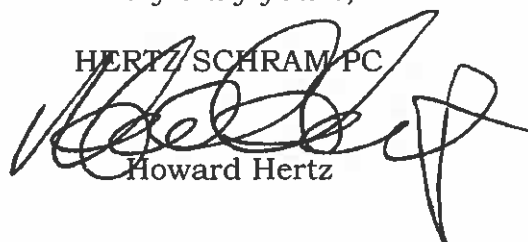
I have been an entertainment lawyer for more than 40 years, with offices in Bloomfield Hills and Detroit, working statewide, nationally and internationally. I understand how important the pending Bills are to the State of Michigan on many fronts. Aside from the financial boost that would benefit numerous businesses and individuals in our state, the Bills would give graduating students from arts programs in our fine universities the opportunity to obtain jobs in Michigan and, in many cases, be close to family members rather than having to move to California, New York, Georgia, or one of the other 40 states and 50 counties that have film incentives in place.

As the films made in Michigan will showcase our beautiful state, the legislation will also stimulate and boost tourism. This is a fiscally responsible program that addresses our state's need for growth in the economy and in population, particularly by attracting and retaining young talent.

I would be glad to answer any questions that the committee may have. Thank you for your time in addressing these important issues.

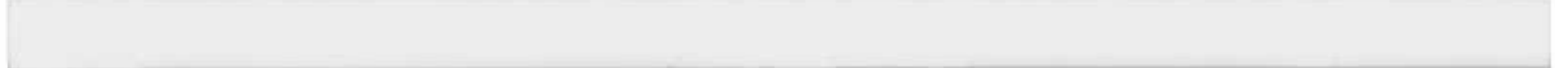
Very truly yours,

HERTZSCHRAM PC



Howard Hertz

HH/slk
4857-4766-3775, v. 1



Nicholas Gewirtz

From: David Bitterman <dbitinfo@gmail.com>
Sent: Friday, January 19, 2024 3:57 PM
To: Nicholas Gewirtz
Subject: Michigan Multimedia Jobs Act

Hello,

My name is David Bitterman and I'm a video technician currently living and working in and around the Detroit area writing to you about the currently proposed Multimedia Jobs Act here in Michigan.

I have worked in the area for the majority of my life. However when the previous tax credits had attracted to much of the film industry to begin shooting in the Detroit area I was living on the east coast for a few brief years. But I recall with fondness and joy the exuberance I felt when when I spoke to friends and colleagues in the multimedia and a/v fields back home in Detroit and learned that they were embarking on the exciting journey of providing their highly and particularly skilled talents to the film industry as it began to set up a new home in Detroit and Michigan. Many of my associates began to branch out from their previous environments, and eventually began specializing in the exciting and highly dynamic fields of film and tv work.

I also recall a few short years later when the existing film credits were being attacked and criticized, and was appalled when I heard politicians talking about how local michiganders weren't getting these jobs, and that it was only 'hollywood types' coming to take this work here and run away with the money. Of course as the industry was migrating to the area there needed to be seasoned film veterans from other places coming to town, but I can tell you from first hand knowledge that they were TRAINING and EDUCATING our local people in the art and skill of filmmaking. Detroit has some of the VERY BEST stage, audio, video and lighting professionals in the country. Our local workers regularly set records for their efficiency and hard work in getting giant stadium concert shows loaded in and out of our arenas in a single day, regularly setting national records (these touring crews keep track of their in/out times, and Detroit is consistently either the #1 or #2 times to beat for most of these national tours).

I saw the joy in the hearts of my colleagues and their families when these jobs were growing and expanding, and watched the gut wrenching pain when they were ripped away. I also recall seeing the expenses for some of these shoots. Some of the short term filmings that happened here have spent over a million dollars in a single month long period of time shooting at a single home depot in the area, not to mention hundreds of thousands spent at all kinds of mom and pop shops for everything from clothing for wardrobe, props for sets, and materials needed for the daily functioning of sets.

I know for a fact that if we can bring back a reasonable and attractive film credit that our local workers will, in short order, become known for being some of the best film crews to work with, not just in the country, but in the entire world.

With the passage of the Multimedia Jobs Act, Michigan crew members like me, living back in Michigan, can once again reinvigorate our careers and invest in our local economies as a result of the application of our specialized talents and oft un-rivaled work ethic in the fields of film, streaming and television. Please support the Multimedia Jobs Act.

Yours sincerely,
David Bitterman
248-877-7714
dbitinfo@gmail.com



Nicholas Gewirtz

From: hollywood734@comcast.net
Sent: Monday, January 22, 2024 9:04 AM
To: Nicholas Gewirtz
Subject: Film Incentives

This letter is to support bills 4907 & 4908 for Michigan Film Incentives. I have worked in the Michigan Film industry for over 30 years, as a Casting Director, and a Location Scout & Location Mgr. I have witnessed the positive financial Impact to our state from the Movies, Commercials, Documentaries, and TV Shows. I have worked in so many communities: Alpena, Traverse City, Saginaw, Flint, Grand Rapids, Midland, South Haven, Lansing, Battle Creek, Pontiac, Royal Oak, Ferndale, Birmingham, Ann Arbor, Chelsea, Dexter, and all of the Detroit suburbs, including many film projects in the City of Detroit. All of these communities prosper from money spent in their city, and the Michigan Film Crew and Cast can make a living working in these cities. I urge you to support these Bills for the good of our Michigan Economy, and to make sure we keep Michigan Crew & Cast living & working in Michigan. As other states have added Commercial Incentives recently, Michigan has not only lost Movies coming to our state, but Many Commercials, as well. I personally lost 6 major Commercials to states with Incentives, just this past year. I encourage the Support of these bills, so Michigan Cast & Crew, can get back to work. Thank You. Cathy Thomas. Mobile: 734-748-2488.
Email: hollywood734@comcast.net. Address: 4956 LakeRidge Dr., Ypsilanti, Mi. 48197.
Sent from my iPhone



Nicholas Gewirtz

From: Elsa Pontbriand <elsa@mountainmedia.house>
Sent: Monday, January 22, 2024 8:55 AM
To: Nicholas Gewirtz
Subject: Support for House Bills 4907 and 4908

Elsa Pontbriand
Mountain Media House and The Studios at CWRK
elsa@mountainmedia.house
703-727-8430
500 S Stephenson Ave, Suite 401, Iron Mountain, MI 49802

I am writing in support of House Bills 4907 and 4908. As a multimedia production company in the U.P., passing the Michigan Multimedia Digital Jobs Act will help us:

- attract and retain talent that would otherwise go to large cities to work in marketing and media;
- provide a centralized physical location and consulting services for production companies looking to shoot in the U.P.;
- enable our company to grow and expand our studio, resulting in job creation, a positive impact on the regional and state-wide economy, and a U.P.-based option for Michigan companies looking to produce commercial advertising in Michigan;
- do our part to stimulate local economies by bringing crews in to spend money at local restaurants, hotels, and small businesses, as well as taking advantage of regional airport daily flight schedules;
- attract productions to the area that would otherwise go to regions with competitive media incentives already in place, such as nearby states, Eastern Europe, or Scandinavia, to take advantage of similar geography;

Mountain Media House is creating a workforce development program that gives people hands-on, on-the-job training on our commercials, corporate videos, and commercial photography productions, as well as feature films and television shows in development. We want to hire the best and brightest coming out of regional film schools, such as Northern Michigan University and the University of Wisconsin system, and provide high-quality, locally-based marketing and media services to our U.P. industries.

We also want to bring productions in development by our professional networks to the U.P. rather than see them going to states with incentives. This workforce will be available to outside production companies, keeping their investments local during production.

The Michigan Multimedia Digital Jobs Act is a fiscally responsible and sustainable way to create high-paying jobs for people wanting to live in Michigan while contributing to the creative economy. The program creates high-paying jobs in a growing industry while prioritizing in-state labor and businesses that promote a diversified workforce.

It will also have a positive economic effect on related industries, such as food and hospitality, as increased production attracts more people to spend money in the region. It also encourages an economy where local media and advertising companies provide services to sectors unrelated to the film industry. Unlike many other states, this legislation includes commercials, corporate videos, and commercial photography.

Northbound - a case study in community-based filmmaking in the Dickinson area

Seth Anderson is the co-creator and leader in bringing together a diverse group of local talent, from electricians, engineers, and carpenters to production coordinators, actors, and small business owners, to produce this digital series that has attracted an audience of 1 million viewers since 2015. Starting in Dickinson County with a small crew, the production on this series has taken production to Houghton and Marquette Counties, utilizing locations and natural

landscapes unique to those regions and showcasing it to this growing viewership.

www.northstarsaga.com/

Marketing services - visual storytelling to elevate local small businesses and nonprofits

Our small team of two full-time employees and two part-time employees has worked with more than 20 small businesses and nonprofits to elevate branding and positioning and bring a new level of technical excellence to marketing efforts. Three-quarters of us moved away and came back to apply our experience in marketing and media to help grow the economy and educate the next generation of creative talent. We want to provide viable employment opportunities to those who would otherwise leave the area to pursue creative careers in larger markets.

www.mountainmedia.house

--

Elsa Pontbriand

co-founder and digital producer

Mountain Media House

500 S Stephenson Avenue, Suite 200

Iron Mountain, MI 49801

elsa@mountainmedia.house

703.727.8430

Nicholas Gewirtz

From: Eric Wydra <eric.wydra@gmail.com>
Sent: Monday, January 22, 2024 8:58 AM
To: Nicholas Gewirtz
Subject: In support of HB 4907 and 4908

I am writing to express support for House Bills 4907 and 4908. My name is Eric Wydra and I am a Michigan-based actor and the President of the Michigan Local of SAG-AFTRA (professional union representing actors and broadcasters). The great State of Michigan will benefit by having films, TV shows, commercials and videos coming to our state to film. I would love for actors to be able to stay in Michigan to earn a living in the arts, instead of having to leave for LA, NY, Chicago or Atlanta where so much production is centered. The creative community is a strong one and by having these productions filming in our state, it will create a new industry to help keep Michigan fiscally strong. Let's keep our talent (cast, crew, creatives) in Michigan and let's benefit from the fruit of their labors. So many of my friends and colleagues either leave the state permanently or have to travel much of the year to make a living. This can change now. This new program is better than the old program in that no checks are cut to production – it is a refund in the taxes they paid and if there is excess, they are able to find another MI taxpayer to buy those credits. As President of the Michigan Local, I am excited about the possibility of bringing productions back which will allow so many businesses (hotels, caterers, florists, advertising agencies, car rentals, film / TV crews, makeup artists, costumers, lumber yards, actors) to flourish, thrive and grow! Let's pass HB 4907 and 4908 and enjoy the fruit of our creative labors. Let's see less "Made in Georgia" at the end of films / tv shows and more "Made in Michigan!"

Respectfully,

Eric Wydra

[Eric.wydra@gmail.com](mailto:eric.wydra@gmail.com)

248-914-0007

1806 Pierce Street

Birmingham, MI 48009



Nicholas Gewirtz

From: John Hammond <jhammond44@gmail.com>
Sent: Monday, January 22, 2024 8:19 AM
To: Nicholas Gewirtz
Subject: Re: House Bills 4907 & 4908

As a member of the Michigan Production Community for nearly 50 years, and as one who has supported this industry throughout time, I want to express my support for the State of Michigan passing these two Bills.

Although I am not able to attend the meeting of the Economic and Small Business Standing Committee on Tuesday, January 23, 2024, I am in full support of this legislation to invigorate Michigan Business with the passage of these two Bills.

The revenue brought into the State of Michigan by the production community is very significant. The number of Michigan residents who work in this industry is significant. The taxes paid to the State of Michigan, not only in the employment of residents, but through meals, hotels, equipment rental, is significant.

It is imperative that this strong legislation is passed in order to re-establish the Michigan Production Community as a significant player along with the vast number of other businesses that contribute to the growth and life of our state.

Sincerely,
John Hammond

--

John Hammond
248-705-6148
Executive Producer @ Fafoutee, LLC
Producer/Director/Editor
jhammond44@gmail.com



Nicholas Gewirtz

From: William Eichler <wmeichler@gmail.com>
Sent: Monday, January 22, 2024 8:18 AM
To: Nicholas Gewirtz; haddads@haddadsinc.com; Alexander Page
Subject: Support for House Bill 4907 and 4907

Greetings. I am William Eichler, a 28 year motion picture industry professional and lifelong Michigan resident. I am both in labor AND a business owner. I own HistoryFix SVOD LLC, a history centered streaming video platform and Look Around You Ventures, a production company. In addition, I am currently the Director of Photography (IATSE) and direct various episodes (DGA) with "Chicago Fire" for NBC, and work 5 days a week in Chicago. My address is 57431 Junction Ct. Washington, MI 48094. You can reach me at wmeichler@gmail.com or on my cell at 818-515-0239.

I write today to support House Bills 4907 and 4908.

I graduated from MSU in 1996 and went straight to work in motion picture. While paying the bills working for various local corporate production companies I honed my craft working nights and weekends on local independent projects. When newly married, we faced a decision if we needed to leave Michigan so I could pursue better paying work. Then, the incentive passed. When the first incentive passed, I was able to finally make a strong living in Michigan because of the increased business and caliber of projects.

I was very fortunate to make good contacts with crew who came into Michigan during that incentive. When that incentive left, so did a large number of my in-state work colleagues. I was forced on the road but we chose Michigan as home for our young family. I was very fortunate with the relationships I'd built and I began to work out of state, and have done so ever since. I've been out of town through the younger years of both my daughters - but I've been able to provide for them. I've paid taxes to Georgia, California and Illinois as well as Michigan.

I helped start the NBC show "Chicago Fire" and spent time on "Chicago PD". In the 12 years I've been between these two shows, I've seen multiple young people each year join our team and begin their working world by getting health care, contributing to a pension, and several buying homes. I get young people reaching out to me asking what they should do to get into the motion picture business as they leave MSU, UofM or the like. Simply put, I must tell them to leave Michigan to find work. You can help stop that! Pass these bills and let's make Michigan a place for this industry to once again grow and thrive - and do it in a way which is more responsible to me when I pay my taxes than the previous.

As a small business owner, I will make one note where the proposed legislation can improve, if it is still in the condition I last saw it. The minimum spend to qualify for the incentive was set at \$300,000 when I last saw. This matches Ohio. Easily the best state in the region is Illinois. I can speak with "boots on the ground" knowledge. We get newer crew members who talk about working on smaller projects. This is an excellent way for younger (in age or years of experience) crew members to gain experience. This mirrors my own early professional experience. It also often comes from local companies so will keep more of the finances in state at higher levels of crew - and profits. Illinois' minimum is \$50,000 for programs under 30 minutes and \$100,000 for those over. Please consider matching them to help both indigenous companies and the newer crews whom they will employ.

Thank you for considering this legislation to help Michigan!!

Will Eicher

--
William Eichler, Director of Photography
"Chicago Fire" Season 12

Nicholas Gewirtz

From: Sloan Inns <sloan@peoplelovesalt.com>
Sent: Sunday, January 21, 2024 8:26 PM
To: Nicholas Gewirtz
Subject: Support for House Bills 4907 and 4908 – A Turning Point for Michigan's Film Industry

Dear Nick Gewirtz,

I am writing to you today as both a proud Michigander and co-founder of Salt Productions, a company dedicated to storytelling through the powerful medium of film. It is with this dual perspective that I express my resolute support for House Bills 4907 and 4908, legislation that I believe will serve as a catalyst for Michigan's film industry, creating opportunities and economic growth within our state.

Name: Sloan Inns

Organization/Business: Salt Productions **Email Address:** Sloan@peoplelovesalt.com **Phone Number:** 616.481.7953

Mailing Address: 1837 Pembroke st se, Grand Rapids MI 49508

Michigan has always been rich in both culture and talent, making it a natural setting for film production. However, the absence of competitive film tax incentives has put us at a disadvantage, causing not only local filmmakers but also major production companies to consider locations elsewhere. This is a trend that House Bills 4907 and 4908 have the power to reverse, providing Michigan with the opportunity to reclaim its position as a sought-after destination for film production.

At Salt Productions, we are currently developing a film that is set against the beautiful and diverse backdrop of Michigan. The reintroduction of film tax credits through HB 4907 would enable us to move forward with this project, ensuring that it is made in Michigan, by Michiganders, and for a global audience.

Similarly, HB 4908 offers sustaining incentives that would further solidify our state as a competitive player in the film industry, encouraging more productions to bring their business here. This legislation is not merely about the arts; it's about the livelihoods of countless individuals who would work on these productions, from technical crews to local businesses that would benefit from the increased economic activity.

The stark reality is that without these incentives, Salt Productions (along with two other local production company's that are working on films) may have no choice but to take our stories elsewhere. This is a reality I am committed to changing. With the passage of these bills, Michigan can demonstrate its support for the arts, its belief in economic diversification, and its commitment to job creation.

I urge you to lend your support to House Bills 4907 and 4908. Your leadership on this matter can help ensure a thriving future for film production in Michigan, providing benefits that extend well beyond the silver screen.

Thank you for your consideration and for your ongoing efforts to make Michigan a place where the arts and business can flourish together. I am more than happy to provide additional information or meet with you to discuss the potential impact of these bills further.

With kind regards,

Sloan Inns

Co-Founder, Salt Productions

Sent from a PayPhone

Nicholas Gewirtz

From: CATHY MILLER <cmiller5@comcast.net>
Sent: Saturday, January 20, 2024 8:23 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: HB 4907 HB 4908

Dear Mr. Nick Gewirtz,

I am writing to endorse HB 4907 and HB 4908. There are many reasons that I am writing to endorse these bills. One reason is that my son, a writer/director, had to move to Atlanta to continue to earn a living and to be in an active community that draws a diverse group of people. He was one of many multi-media workers who previously made films in Michigan but had to move to a state that has the multi-media incentive. It has worked in many other states and can also work again in Michigan. Not only will the bills stop Michigan from being left behind, but it will also help local businesses like hotels, restaurants, carpenters, lumberyards, artists etc. The movie projects that these bills would draw would help increase Michigan's income which would help all Michiganders. Just imagine Pure Michigan Ads that include films that are being made here and film locations to visit. That would also draw out of state vacationers to our beautiful state.

Please help to get House Bills 4907 and 4908 passed.

Sincerely,

Cathy Miller
248-408-0794
637 Augusta Dr
Rochester Hills, MI 48309



Nicholas Gewirtz

From: Joshua Sikkema <josh@blackpigeonstudios.com>
Sent: Saturday, January 20, 2024 8:09 PM
To: Nicholas Gewirtz
Cc: Alexander Page; Haddads
Subject: Support Letter for House Bills 4907 and 4908

Good Evening Nick Gewirtz,

My name is Josh Sikkema, Co Founder of Black Pigeon Studios, LLC in Grand Rapids, MI. We are a group of Michigan natives that were forced to move to Los Angeles, CA to pursue a job in the film industry. Our mission at Black Pigeon Studios is to be a creative hub in Michigan that "Bridges the gap" between Hollywood and the Michigan Film Industry. We do this by bringing all of our LA based work, resources, and opportunities back to Michigan. This is by way of leveraging our relationships, local businesses, studios, talent, and Michigan local crew.

Without a film tax incentive such as the proposed, "Michigan Multimedia Jobs Act" it is next to impossible to bring our work from "Hollywood" and redirect it to Michigan where it could uplift and impact the community and workforce we love dearly. As film directors, when we are pitching to producers about bringing work to Michigan, their first question is, "What is their tax incentive?". That is the moment Michigan is dropped from the conversation. There are 42 other states with tax incentives and although we try to leverage our name and love for Michigan as much as we can... it comes down to dollars and cents.

This is the very reason why House Bills 4907 and 4908 are crucial for Michigan's Film Industry. As Michiganders (we always will be) we were forced to move to where the film industry is. All of us Michigan natives in LA agree that if there was a tax incentive, we would be able to move back and work in the communities that we love. We know that once House Bills 4907 and 4908 will reignite Michigan's once bustling film industry. The talent, beautiful landscape, and local businesses are ready... We need the support of this proposed legislation.

Thank you so much for your time and your dedication to advancing these important matters.

--

Josh Sikkema
Film Director/Producer
Co-Founder Black Pigeon Studios
2983 Canyonside CT NE, Grand Rapids, MI 49503
1 (616) 389-4918





Nicholas Gewirtz

From: J Rogers <boocoo411@gmail.com>
Sent: Saturday, January 20, 2024 2:44 PM
To: Nicholas Gewirtz
Subject: Multimedia Jobs Act

To whom it may concern,

House Bills 4907 and 4908 are very important to myself and surprisingly to thousands of Michigan media workers who had been teased by the previous administration that desperately wanted to diversify the Michigan economy by bringing the TV and movie business to our fine state. It was an immediate success.

Unfortunately the following administration did a huge disservice to all the many Michigan workers as well as many newly transplanted from out of state workers who planted roots here to live permanently and continue to make a living working in the newly formed media business, by back-door politics and shutting it down before investigating its positives as well as its negatives.

My media film and video staging union swelled to 3 times its membership within months of the newly formed Michigan Tax incentives. However when the immediate end came we lost 2/3 of the people to states like Georgia, Louisiana and New Mexico who had incentives.

We've learned a lot from this experience and those of us who are still here have made House Bills 4907 and 4908 a much more beneficial proposal for the state, the workers and the taxpayers.

We've shown that the workers here are just as talented as any other state from coast to coast but we need your support to keep us here.

Please vote YES on House Bills 4907 and 4908.

Kind Regards,
Jim Rogers
IATSE Local #38
boocoo411@gmail.com
248-765-3777
4211 Custer Ave., Royal Oak, MI 48073



SCHOOL OF
**COMMUNICATION,
JOURNALISM, & MEDIA**
CENTRAL MICHIGAN UNIVERSITY

January 22, 2024

Dear Michigan Legislators,

As the Professor and Director of the School of Communication, Journalism, and Media at Central Michigan University, I am writing to express my strong support for the Multimedia Jobs Act (MJA), House Bills 4907 and 4908. This legislation represents a monumental opportunity for Michigan's media and communication industry, particularly in nurturing the next generation of professionals in this field with employment opportunities in Michigan.

Over the past ten years, many of our best graduates have moved to New York, California, Georgia, and Illinois to enjoy vibrant, successful careers in the multimedia sectors. Why? Because the opportunities were not available to them in Michigan. Many of these students say they miss Michigan and would move back if there were opportunities. The MJA can help bring them back to our state and economy.

The MJA is far more than a jobs incentive; it's a commitment to the future of our current students and our state's economic vitality. By fostering job creation in the multimedia sector, this act will provide our future graduates with many opportunities in film production, digital media, and various creative fields. It will help retain our talented graduates within the state, contributing to a vibrant, innovative economy.

Moreover, the emphasis on diversity and inclusion within the MJA resonates with our educational principles. It ensures that opportunities in this promising sector are accessible to all, mirroring our commitment to creating an environment where diverse voices and talents are celebrated and nurtured.

I urge you to support the Multimedia Jobs Act. It's an investment in our state's future and a step towards establishing Michigan as a leader in the multimedia industry.

Sincerely,

Dr. Heather Polinsky
Professor and Director,
School of Communication, Journalism, and Media
Central Michigan University



I wanted to express my strong support of House Bills 4907 and 4908 introduced by Chairman Hoskins and Representative Roth. As the co-founder and first President of the Illinois Production Alliance I can attest to the benefits such legislation brings to a state.

As a Vice President at Cast & Crew, the leading entertainment payroll and business service provider in the U.S. with Michigan clients such as Stellantis, Rocket Mortgage, Doner Advertising and McCann Advertising I am confident these bills will spur job growth in Michigan's advertising and entertainment production communities and make your state significantly more attractive, business wise, as a film location destination.

I applaud the forward thinking of Chairman Hoskins and Representative Ross and encourage the legislature to fully back these two bills.

Thank you,

Mark Egmon
Cast & Crew



Ben D. Blau
Assistant Professor of Practice and Advisor
Lawrence Technological University
Unreal Authorized Instructor partner for Epic Games
bblau@ltu.edu
Office address: 21000 W Ten Mile Rd, Southfield, MI 48075
Home address: 1714 Taylor Ave, Royal Oak, MI 48067

01/21/2024

Dear Members of the Committee,

My name is Ben Blau. I am a full-time faculty member at Lawrence Technological University in Southfield, Michigan. I presently teach courses in Audio Engineering, Music, Architectural Acoustics, and Unreal Engine. I have been teaching Audio Engineering, multimedia production and allied subjects in higher education since 1990.

I am writing to express my enthusiastic and unequivocal support for House Bills 4907 and 4908 - the Michigan Multimedia Jobs Act (MMJA), which presents a transformative opportunity for Lawrence Technological University (LTU), our graduates, and the broader Michigan community. This Act is poised to make significant contributions in various areas, impacting education, industry, technology, and the state's economy.

The MMJA promises substantial enhancements to LTU's curriculum, particularly in digital media arts, computer graphics, audio engineering, programming, cinematography, virtual production and beyond. These advancements are critical in preparing our students for the rapidly evolving job market and the burgeoning virtual production industry. By aligning our educational offerings with current industry needs, we ensure that our students are not just career-ready but are pioneers in their respective fields.

Furthermore, this legislation facilitates strategic partnerships between LTU and leading multimedia and production companies, both regionally and internationally. Such collaborations are invaluable, offering our students and the institution practical, industry-aligned experiences and alliances. This synergy between academia and industry is essential for a vibrant educational ecosystem.

A key aspect of the MMJA is its support in equipping LTU with the latest technology, which is essential for maintaining our commitment to leadership in advanced technological pedagogy. This includes cutting-edge advancements in digital media arts, virtual production (relying on technologies like Unreal Engine and NVIDIA), audio engineering, and various other fields. Such technological empowerment is crucial for staying at the forefront of innovation and education.

The Act also significantly boosts career opportunities for LTU graduates in advanced audio engineering, digital media skills, and virtual production techniques. By stimulating the advanced

multimedia and virtual production sector in Michigan, the Act ensures a wealth of job opportunities, thereby enhancing the employability and demand for our skilled graduates.

In line with LTU's commitment to diversity, the MMJA's focus on inclusive technology access ensures that a diverse range of students can explore opportunities in high-tech creative fields. This initiative is not just about skill development but also about fostering an equitable and inclusive technological landscape.

Retaining talent within Michigan is another critical aspect of this initiative. The MMJA enables LTU to contribute significantly to the local economy by keeping our talented graduates in the state, thereby enhancing LTU's regional and international reputation as a leader in modern technological fields.

The expected surge in multimedia production in the state will also provide LTU students with valuable real-world experiences, including internship opportunities and the potential to host co-ops directly. This hands-on experience is invaluable in bridging the gap between academic learning and practical industry application.

In the realm of research and innovation, the MMJA sets the stage for LTU to take a leading role, especially in digital media arts and sciences. This positions LTU as an internationally recognized hub of innovation, contributing to the global discourse in these fields.

The Act's responsible growth model ensures the sustainable development of LTU's multimedia programs, contributing to the university's long-term success and recognition in the sector. Economically, the Act is set to transform Michigan into a hub for multimedia and virtual production, attracting large companies and creating a dynamic environment for LTU graduates to interact with industry leaders. This promises a significant, positive impact across various sectors of Michigan's economy.

In conclusion, the Michigan Multimedia Jobs Act is not just a legislative measure; it is a gateway to a future where education, technology, and economic growth are intertwined. LTU stands ready to embrace the opportunities presented by this Act, and I wholeheartedly endorse its passage for the betterment of our students, institution, and the state of Michigan.

Sincerely,

Ben D. Blau
Assistant Professor of Practice and Advisor
Lawrence Technological University
Unreal Authorized Instructor partner for Epic Games
bblau@ltu.edu
21000 W Ten Mile Rd, Southfield, MI 48075
Mobile: (US +1 (248) 752-0250
Office: (US +1 (248) 204-2508

Dear Reader,

My name is Tayion Williams, and I am a Junior at Oakland University pursuing an Undergraduate Degree in Film Production. I'm natively from Detroit, Michigan and I attended Cass Technical High School where I studied graphic design. Upon graduating and applying for colleges I decided to go a different route and pursue Psychology but when I got to Oakland, one of the first classes I took was Intro to Film with Professor Brenden Kredell and this class sparked my love for film. I changed my major within the first semester and have been nothing but pleased with my experience learning and making films at OU. As my time progressed and I got further in the program and closer to graduation the looming thought of what my plan would be post-grad became ever present as I started considering my options. I talked to trusted professors, advisors, and mentors about the idea of moving to Toronto after graduation to be closer to the Toronto International Film Festival and trying to find my way into the industry through film festivals and programming, an option I had to look for because the lack of industry in my home state of Michigan.

House Bills 4907 and 4908 would greatly help students and folks just like me who would love to be able to support the media industry in Michigan but are unable to. With Michigan's surplus budget along with other states increasing their already present incentives, Michigan has even more reason to begin to implement the same programs. The bills will bring more media jobs to the state increasing the number of taxpayers which directly benefits the state all the while aiding productions with credits that are exclusive to Michigan. The state can build itself a relationship with current media while both sides benefit. With the growing popularity of streaming, there is an increase in the need for more content and there is no shortage of people

who would like to be involved in creating. The resources are already here, and with this bill, we can get money into the hands of people who are passionate about creating, therefore, increasing jobs, media relationships, and taxpayer dollars in the state of Michigan.



January 19, 2024

Via e-mail only

Mr. Nick Gewirtz, Committee Clerk, Michigan House of Representatives

RE: House Bills 4907 and 4908

Dear Mr. Gewirtz

I am writing today in support of House Bills 4907 and 4908. As a 35-year member of the entertainment industry in Michigan, I believe that the revised film incentive package, as outlined in the aforesaid bills, is meritorious and deserves passage as drafted.

Facing an aging population, and an exodus of young people from the State, I believe providing modest incentives designed to retain and attract creative talent is integral to the economic health of Michigan's economy. In fact, based on the overwhelming competition for talent that we face today, I believe it is imperative. Unlike the film incentives of the past, these bills strongly encourage support for Michigan's talent pool, and they focus most all the resources locally, thereby ensuring that the value proposition is positive for Michigan's taxpayers.

Again, I wholeheartedly support HR 4907 and 4908. Please do not hesitate to call or write if I may be of value as the legislature contemplates these bills.

Respectfully yours,

A handwritten signature in black ink that reads "Paul A. Glantz".

Paul A. Glantz
Co-Founder & Chairman
pag@emagine-entertainment.com

cc: Alexander Page (alexanderpage77@hotmail.com)
David Haddad (haddads@haddadsinc.com)



STRATTON CAMERA

January 19, 2024

To Whom It May Concern:


Since 1984, my husband and I have owned and operated a motion picture camera rental company that caters to the film industry. We rent motion picture cameras to companies that shoot TV commercials, movies, and industrials etc. Over the last 40 years, we have seen the economy in Michigan ebb and flow. From 2005 – 2007, our business was truly struggling and for the first time ever, we had to seriously consider laying off employees and closing our doors. In 2008, when the previous Film Incentive was introduced, this legislation *literally* transformed our business back into a thriving and prosperous company.

Obviously, a business such as ours benefited from the film incentive but, what I really want to speak about here may not be as obvious... the ancillary effect that this program had on the businesses and people *outside* of our industry. I watched my real estate friends get overloaded with business from the influx of crewmembers coming to the state needing temporary and permanent housing. I spoke to restaurant owners suddenly finding themselves in the catering business being asked to provide 2 – 3 meals a day for movie productions. And the lumber to build sets and the paint for stages? That came from a variety of local Michigan small businesses. I even spoke to a civil engineer who started specializing in designing and implementing traffic control plans for productions needing to effectively manage streets and intersections while shooting.

But, one of the most profound things I noticed during the film incentive days was the influx of young people flocking to Michigan for work. Any given day, I would look out into our prep room to find 5-15 people between the ages of 20-35 learning and working their trade. This is a fast-growing industry that caters to young people. A few years ago, it was a challenge to find film programs at the higher education level but now, it is commonplace all throughout the country to find colleges and universities offering some type of Film Major. In an effort to support youth in the film industry, we often host class visits and give presentations for the local schools at Stratton Camera. During these classes, I look out in the audience and see group after group of eager and highly motivated kids wanting to graduate and stay in Michigan to work in their chosen field. But, the reality is that without the Multi Media Jobs Act, most of these graduates will likely have no choice but to graduate and then move to one of the forty-some other states and major markets such as Chicago, Atlanta, NYC and LA where there are film incentives in place. In fact, currently, they can go right over the border to find an abundance of work in our neighboring state of Ohio.

Passing the Multi Media Jobs Act is a direct investment in supporting Michigan small businesses and a great way to revitalize Michigan's population growth by retaining and attracting youth to our state. This program is a great way to help boost Michigan's economy. I would request that you give your full consideration to passing House Bills 4907 and 4908.

Sincerely,



Diane Stratton
248.427.6400
diane@strattoncamera.com



Nicholas Gewirtz

From: tony raleigh <tony.raleigh@gmail.com>
Sent: Monday, January 22, 2024 10:24 AM
To: Nicholas Gewirtz
Cc: haddads@haddadsinc.com; alexanderpage77@hotmail.com
Subject: Support for House Bills 4907 and 4908

Hello,

I am writing to show support for house bills 4907 and 4908.

Our son recently graduated from Michigan State University with a film studies degree and moved to Los Angeles to pursue his passion for filmmaking.

With the passing of these bills, it would be possible for him to return home and find such opportunities.

The increase in episodic TV since 2010 has been remarkable. Streaming platforms like Netflix, Hulu, Amazon Prime, and AppleTV need locations to shoot and produce their content.

Michigan is an ideal state for film production!!

We need your support to help diversify our state's economic growth potential!!!

Thank you in advance,

Tony Raleigh
6214 Pine Needle Drive
Clarkston, MI 48346
248-763-7600



Hello Mr. Nick Gewirtz,

My name is Samuel Sanders. I am the Studio Manager at Lowing Studios.

I'm writing to express my support and endorsement of House Bills 4907 & 4908. I have been a proud member of the Michigan Film Community for 15 years working across many functions within this industry as a Producer, Assistant Director, Studio manager, as well as proudly serving on the Board of Directors for the Film & Media Alliance of West Michigan. Through my experience, I have worked on a variety of projects within the state of Michigan from small commercial productions to feature films. An unfortunate reality of my experience is having felt the direct impact of losing out on jobs at the last minute because out-of-town productions find out Michigan does not currently have any incentive program drawing them to stay in the state. Many of my friends & colleagues have gone so far to leave this great state due to this. To pass the Multimedia Jobs Act that so many are advocating for will not only bring opportunities back, but it will bring & keep jobs in the state, with an added benefit of a significant and positive economic impact.

Thank you,

--

Samuel Sanders
Lowing Studios
Studio Manager



David R. Lowing here and I support House Bills 4907 and 4908.

Briefly, I've been a grip and gaffer in West Michigan for the last 30+ years. Soon after starting in the production business I saw the need for local equipment availability and started working out of my garage. Soon I added a van and then moved equipment to a small storage unit nearby for a few years.

In 1996 I rented an 1800 square foot facility and hung out my shingle. By 2007 I was rehabbing the old 18,000 square foot donut factory at 1500 Whiting that we've called home ever since.

My company now owns Lowing Studios, the only purpose built studio in West Michigan. We have 9 full time employees and a list of 50+ independent crew workers we feel comfortable recommending to producers who utilize our equipment, facilities and services.

The industry and talent has grown well here but we regularly see people and productions leaving our state for the many opportunities elsewhere, due mostly to the lack of a film incentive similar to the one the multimedia jobs act is hoping to bring to the state. These bills may not stop that immediately but they will reduce it and help us all further the infrastructure needed to grow this industry here in Michigan.

Thank You for your work in growing our state,

Dave

David Lowing
President/Gaffer
Lowing Light & Grip



I'm writing to introduce myself and to express my support of House Bills 4907 and 4908. As a proud Michigan resident and film/television worker I strongly urge the House to vote in favor of these bills.

I started in the film industry in 2007. I was going through a divorce while parenting a preschool aged son. I hadn't worked in five years and wasn't sure what my future held. I was scared and close to broke as I was in the throws of divorce and hadn't come to any agreements with my soon to be ex-husband. Out of the blue, I was called by a friend that asked me to PA (production assistant) in the wardrobe department of an upcoming feature film. I immediately accepted and unbeknownst to me, my entire future changed. Without hesitation, I can say that the Michigan Film Incentives saved my life. Truly. Flash forward to 2024, I'm the head of my department (costume designer) and I am gratefully represented by one of the top creative agencies in the world. How did I get here? I was blessed to have started my career in Michigan, my beautiful home state, during the film incentive days. I was given an opportunity and a new lease on life because of this burgeoning career field. In the past 17 years I have worked every single position in my department, learning, growing, and excelling thanks to the heads of departments and well seasoned film/tv workers (from out-of-state) that taught me (and countless others) how to become valuable entertainment workers.

As I stated, I am a proud Michigan resident. I own a home, pay property taxes, have financed small business, participate in charity work, etc. However, I rarely work here. I travel all over the country to work in film friendly states like Georgia, Kentucky, Ohio, Minnesota, New Mexico, Arizona, and California to name a few... I work in states that offer film incentives, I teach their residents how to do new jobs; I give people, like I once was, opportunities to grow and to thrive. It's an honor to help another person learn something new that will enhance their lives. To be honest, I'd much rather teach my neighbors, my fellow Michiganders how to work in the wonderful world of film and television. You can literally be and do anything, from costumes to construction to catering/cooking to camera operator to office work, there's a job for everyone. My department employs anywhere from 5-25 crew members (depending on the size of the budget and the need). We work a minimum of 10-12 hours per day, accruing overtime pay for some really great paychecks. We work hard and are gifted a little time off between projects to rest, regroup, and to enjoy life. If we're lucky enough to live in Michigan, we can enjoy all four seasons in a big city, a small town, a forest, a beach, just about any kind of location one can think of.

I could go on and on about the benefits of these bills, but I realize your time is valuable. Thank you so much for taking the time to learn a little about me.

Sincerely,

Kimberly Leitz
Michigan Resident
Film and TV Worker

Kimberly A. Leitz
Costume Designer



I am writing to express my support for House Bills 4907 and 4908, restoring film incentive support in the state of Michigan.

I am a Michigan-based actor who works locally and also travels to shoot in other states. I have seen the impact these kinds of incentives can have, and I appreciate the new bills' more graduated approach to the incentives.

What I wish all of our elected representatives knew is that film production is not about bringing "stars" to Michigan, but providing employment to the home team crew and actors. We have a solid, well-trained talent pool in Michigan, and any time I am working on a film with two or three actors visible onscreen and twenty or more crew people making the movie happen, I wish we had more such opportunities in Michigan. The economic contribution to our hotels and restaurants is also considerable - I was in Chicago for a couple of projects these past few weeks and there were at least a dozen of us staying in local hotels for several nights. I hope we can attract more of those production dollars to Michigan businesses and workers with the new legislation.

Thank you for your time!

Dale Dobson





DETROIT-PONTIAC STAGE EMPLOYEES UNION
I.A.T.S.E. Local 38

900 Pallister • Detroit, Michigan 48202 • TEL: (313) 870-9570 • FAX: (313) 870-9580
Representing stage and motion picture technicians in Metro Detroit since 1894.

1/22/2024

To: Nicholas Gewirtz, Committee Clerk
House Economic Development and Small Business Committee
Via email: ngewirtz@house.mi.gov

From: E. Joseph Miller, Business Representative
The Detroit Stage Employees Union, IATSE Local 38
Detroit, Michigan
ba38@iatse38.org
313 870-9570

RE: Statement in support of House Bills 4907 and 4908, addressed to the Honorable Chair Jason Hoskins, at Committee Hearing scheduled for January 23, 2024.

Dear Chair Hoskins and members of this distinguished Committee:

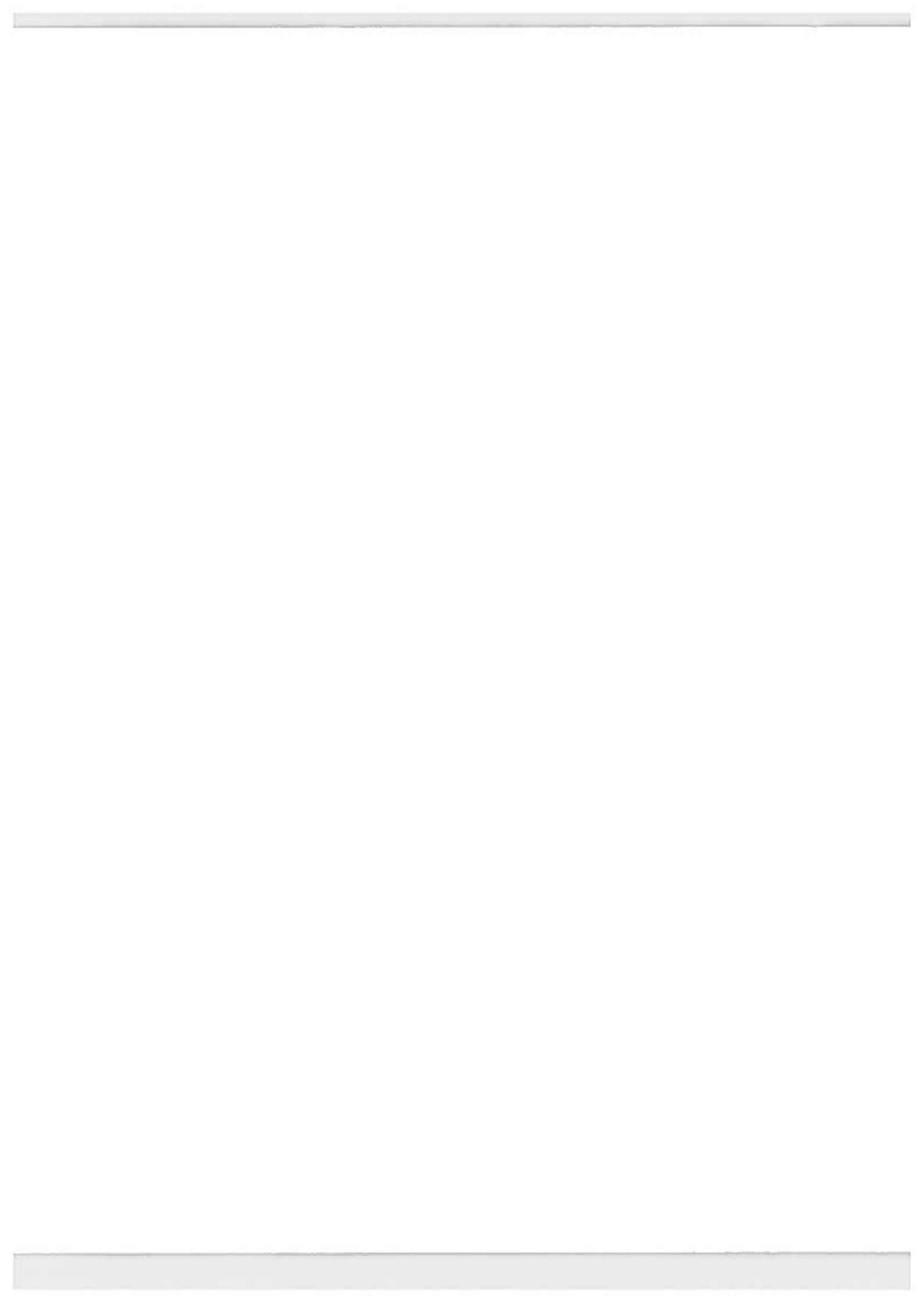
This communication serves to ask your support for the passage of House Bills 4907 & 4908, also known as the "Michigan Multimedia Jobs Act."

I am the Business Representative of IATSE Local 38 in Detroit. Our union represents motion picture and media production crew technicians in North America, including more than a thousand members and covered workers across Michigan. The film industry in our state has flourished for nearly a century, and has provided good-paying jobs and careers for countless Michiganders and their families. But in recent decades, there has been a proliferation of incentive programs offered by dozens of other states, and numerous countries. These competing programs have drawn away countless productions that would have otherwise been major sources of employment for Michigan's citizens.

The legislation before you today, if passed, will help pave the way for Michigan to evolve and create more new business opportunities – and good jobs -- in the multimedia industries. On behalf of this local union, our members, and their families, I respectfully ask each member of this Committee to cast your vote in favor of recommending the enactment of this important legislation.

Sincerely,

E. Joseph Miller
Business Representative



I am writing to express my wholehearted support for bills **4907** and **4908**. Five years ago, I relocated from Denver, Colorado, to Detroit to be closer to my family residing in Indiana. Since then, I have actively engaged with the local filmmaker community in Metro Detroit, discovering an incredible group of passionate individuals who genuinely love Michigan and aspire to foster growth in the state.

Over the past five years, I have observed two significant challenges faced by the filmmaker community here. Many either exit the film industry due to difficulty finding work, or they shift to alternative professions, or they leave the state altogether in pursuit of more opportunities. I firmly believe that these bills address these issues by creating job opportunities, providing a clear career path for young filmmakers, and ultimately retaining talent within our state.

What excites me most is the prospect of enabling creative individuals to stay and flourish right here in Michigan. The presence of a vibrant arts and creative community attracts like-minded individuals, fostering a sense of belonging and growth. Drawing a parallel with my experience in Denver from 2007 to 2017, where I witnessed the transformative power of the arts community in the RiNo District in Denver. I am convinced that a thriving film community can have a similar positive impact.

By supporting bills 4907 and 4908, we have the opportunity to not only retain skilled professionals but also to enhance Michigan's cultural and arts landscape. A flourishing film industry will not only encourage individuals to stay but will also attract newcomers eager to contribute to and be part of our community.

I cannot emphasize enough how transformative initiatives like these can be for the outlook of those working in the film industry. I urge you to cast your vote in favor of these bills, as there are countless individuals relying on the state's collaboration with the filmmaker community for a brighter future.

Cheers,
Josh Mackey.



January 22, 2024

From:

Geoffrey George

Cinematographer

geoff@geoffgeorgedp.com

248-535-4414

4300 Brandywyne Dr, Troy MI 48098

Dear House Committee,

I am writing to state my support for House Bills 4907 and 4908, the Multimedia Jobs Act.

I am a cinematographer based in Michigan and born in Detroit. I graduated from the University of Michigan in 2008. That year, I decided to put my plans to move to LA on hold and stay in Michigan thanks to the old film incentive that just passed. It was the best decision I've made in my career.

Film productions of all sizes were flocking to our state. I quickly got a job in the camera department on a studio film just months after graduating, and by 2013 I had worked my way up in the camera department from Assistant to Director of Photography on various projects. As a recent graduate and Michigander who loved his home state and city, this was a dream come true. I was getting consistent, well-paid work, and doing my dream job working on film projects, commercials, industrial films, and music videos for everyone from local Michigan companies to Detroit filmmakers and big studios. Me and my young colleagues were possible brain drain statistic that flipped the script, stayed in Michigan, bought and renovated property in Detroit, and built a life here. I saw first hand how a media incentive program keeps our young, creative, talented people in the state.

When the incentives left in 2014, our industry collapsed overnight and that all fell apart. Hundreds of crew people, colleagues, and production vendors left our state for Atlanta and other states, taking thousands of jobs with them. Like many others, I moved to Los Angeles as well and continued to build my career, working on dozens of projects for Amazon, Warner Bros, Netflix, and more.

In 2021, my wife Amy and I moved back to Michigan to be closer to family. I am only able to maintain my career while living in Michigan by traveling to other states for up to 50% of my work—there are just not enough opportunities here. I want to see the opportunity I got back when I was graduating there for *today's* students and grads—with a new program that improves the many shortcomings of the previous incentive by addressing them head-on. I want to see our film community flourishing with high-tech, creative, high-paying jobs. I want to see our state grow, keep young people in our state, and provide a reason for our youth to stay in Michigan after attending College or High School here. A new, improved media incentive, one that includes commercial productions, incentives for hiring local & working with Michigan vendors, and nurtures tech & creative jobs, would provide that opportunity. It will create a pipeline of talent from our high schools to our colleges, universities, and trade programs. It will build a workforce that will establish Michigan as a creative and tech hub. Do not miss this opportunity to address our state's Population Emergency and Brain Drain directly!

Sincerely yours,



Geoffrey George



Nicholas Gewirtz

From: Paula Hudson <paulahudson1@gmail.com>
Sent: Monday, January 22, 2024 1:43 PM
To: Nicholas Gewirtz

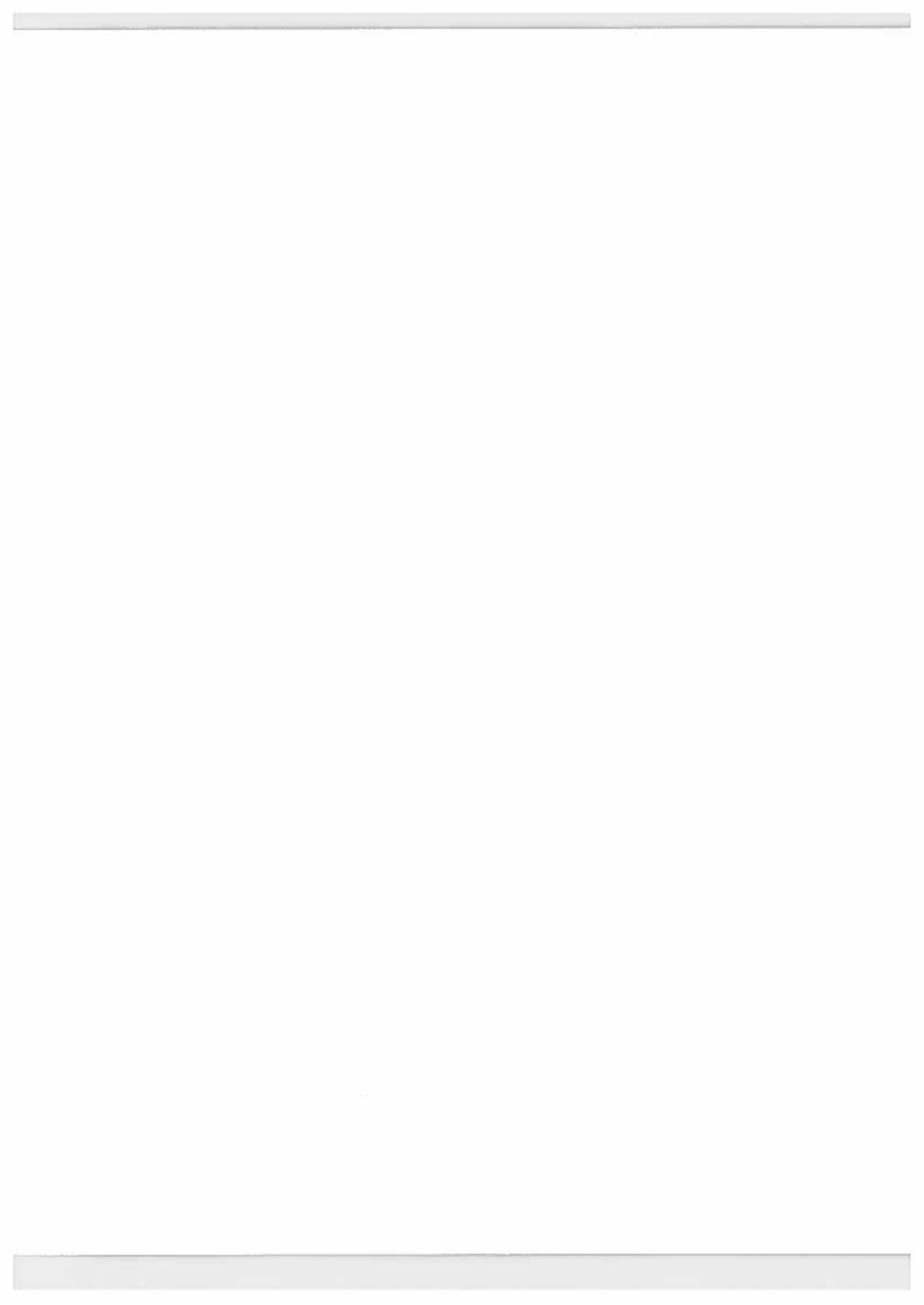
Please!!! Bring back the film!! Industry!!! We are desperate! For our Food Jobs! 🙏 🙏 🙏 Thank! You! For your Support
🙏



Hope this email finds you well. I'm writing to express my support of the film incentives in Michigan. It would greatly help the local film community, restaurants, hospitality industry, local retail, just to name a few. I've been a member of local 38 for over 20 years. When the film incentives passed in 2008 I thought the 43% was a bit excessive. I think it could have been lower and still be competitive.

Best regards,

Stacy Lauwers
LOCAL 38 DETROIT
323.896.2845
stacystylist@gmail.com
stacylauwers.com



Distinguished Committee Members,

January 22, 2024

My name is Peter Klein. I am the owner of Peter Klein Cinematography Inc. I am a Union Director Cameraman and I lease camera equipment. I have been in business for over 40 years. I am a resident of Troy, born and raised in Detroit. I've spent my entire life as a resident of Michigan. I graduated from the University of Michigan with a degree in Film Studies and Photography. My career has been mainly focused on Commercial Advertising.

I am fortunate to have enjoyed a long and successful career in the State where I grew up. The wonderful opportunities that I've enjoyed for many years has become an anomaly. I've witnessed the young work force in Michigan who has chosen to pursue careers in the Multimedia industry leave the state in great numbers because of a lack of opportunities. Universities and other educational institutions are reporting data that supports this "Brain Drain" epidemic.

I am writing in strong support for the Multimedia Jobs Act. HB 4907 and 4908. I believe that Michigan needs to compete with the 40 other states that recognize the economic benefits that come from incentivizing the Multi-billion dollar film industry to invest in their State.

Michigan desperately needs the economic boost for small businesses and job creation that the Multimedia Industry will delivery. We also must seriously address the issue of how to attract and retain our young creative and technical Michigan talent from leaving the State.

I am sharing my voice along with the thousands of my colleagues who hope to see our Industry flourish once again in our great State. I urge the committee to support this important piece of legislation. Passing the Multimedia Jobs Act will be a great win for the entire State.

Thank You!

Peter Klein

PETER KLEIN

Peter Klein Cinematography Inc.
4312 Drexel Dr.
Troy, Michigan 48098

248 761-4475
peterklein1@mac.com



ShowRunner Studios Stands Strong in Support of the Michigan Multimedia Jobs Act

On behalf of ShowRunner Studios, I write to express our support for the Michigan Multimedia Jobs Act, specifically House Bills 4907 and 4908. This forward-thinking legislation presents a golden opportunity to unleash the full potential of Michigan's creative economy and cement its position as a thriving hub for film and television production.

As a Branded Content and Advertising Commercial company, ShowRunner Studios has a deep understanding of the challenges and opportunities facing the multimedia production landscape. We consistently find ourselves drawn to Michigan's stunning natural beauty, diverse landscapes, and rich cultural tapestry. However, the lack of competitive tax incentives often forces our marketing clients to look elsewhere, to states that have already recognized the economic driver the multimedia industry can inject into their communities.

The Michigan Multimedia Jobs Act changes this equation. The proposed transferable tax credits would make Michigan an irresistible destination for productions of all sizes. This is not just good news for ShowRunner Studios and other production companies; it's a game-changer for the entire state.

Investing in the Creative Economy and Multimedia Jobs is an investment in the future of Michigan's economy. Each production brings with it a multitude of direct and indirect benefits:

- **Job creation:** From actors and directors to caterers and carpenters, the industry fuels thousands of high-paying, skilled jobs across diverse sectors.
- **Increased spending:** Film crews inject millions into local economies through lodging, meals, transportation, and equipment rentals.
- **Boost to ancillary businesses:** Hotels, restaurants, retail stores, and other local businesses experience a surge in activity during a film shoot.
- **Infrastructure improvements:** Productions often require upgrades to local infrastructure, leaving lasting benefits for communities.
- **Enhanced national and international exposure:** Michigan will be showcased on screens across the globe, attracting tourists and potential investors.

With the passage of the Michigan Multimedia Jobs Act, ShowRunner Studios is confident that we can significantly increase our involvement in Michigan. We see a future where our cameras capture the breathtaking beauty of Mackinac Island, the vibrant energy of Detroit, and the

quaint charm of small towns across the state. We envision creating hundreds of job opportunities for talented Michiganders and pumping millions of dollars into local businesses.

The time to act is now. We urge you to fully support House Bills 4907 and 4908. By investing in the Michigan Multimedia Jobs Act, you are not just investing in an industry, you are investing in the future of this great state

Sincerely,

Amanda A. Page
ShowRunner Studios
President
amanda@showrunnerap.com
248-506-2184
4079 Minnetonka Dr.
Linden, MI 48451



Dr. Tarek M. Sobh
President
Lawrence Technological University
January 22, 2024

Tarek Sobh
President

Committee Chair
House Economic Development and Small Business Committee
Michigan House of Representatives
124 N Capitol Avenue
Lansing, MI 48909

Dear Representative Jason Hoskins,

I am writing to you on behalf of Lawrence Technological University (LTU), to express our enthusiastic support for House Bills 4907 and 4908 currently under consideration by the House Economic Development and Small Business Committee.

LTU is dedicated to fostering innovation, academic excellence, and industry collaboration, and we believe that these bills align perfectly with our mission and goals. The Michigan Multimedia Jobs Act as outlined offers a comprehensive approach to address critical aspects of economic development, job creation, talent retention, and technological advancement. We would like to highlight some key points that underscore LTU's strong endorsement of these bills:

Job Creation and Talent Retention LTU believes that the innovative approach outlined in the bills will contribute to a robust economic development framework for the state.

Academic Opportunities and Economic Mobility LTU sees these bills as catalysts for increased college student enrollment in multimedia disciplines and improved graduation rates.

Curriculum Innovation and Industry Collaboration The bills offer academic institutions, including LTU, increased opportunities for curriculum innovation, industry collaboration, advanced research, and technology advancement. This, in turn, enhances student access, achievement, and economic mobility in Michigan.

LTU is committed to providing professional, technical, and workforce development certificates and micro-credentials to 2500 students per year by 2028. These bills will play a pivotal role in creating sustainable programs that support students, alumni, and industry while growing the creative economy.

In conclusion, LTU believes that Michigan has the potential to become a dynamic, creative, and technological Multimedia Innovation Hub through the passage of House Bills 4907 and 4908. We wholeheartedly support these bills and encourage full support from the Michigan Legislature.

Sincerely,

Tarek M. Sobh
President

Lawrence Technological University

21000 West Ten Mile Road, Southfield, MI 48075-1058 | 248.204.2000 | president@ltu.edu



Nicholas Gewirtz

From: Jan VanDerziel <vanderzj@gmail.com>
Sent: Monday, January 22, 2024 2:37 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: support for House Bills 4907 and 4908.

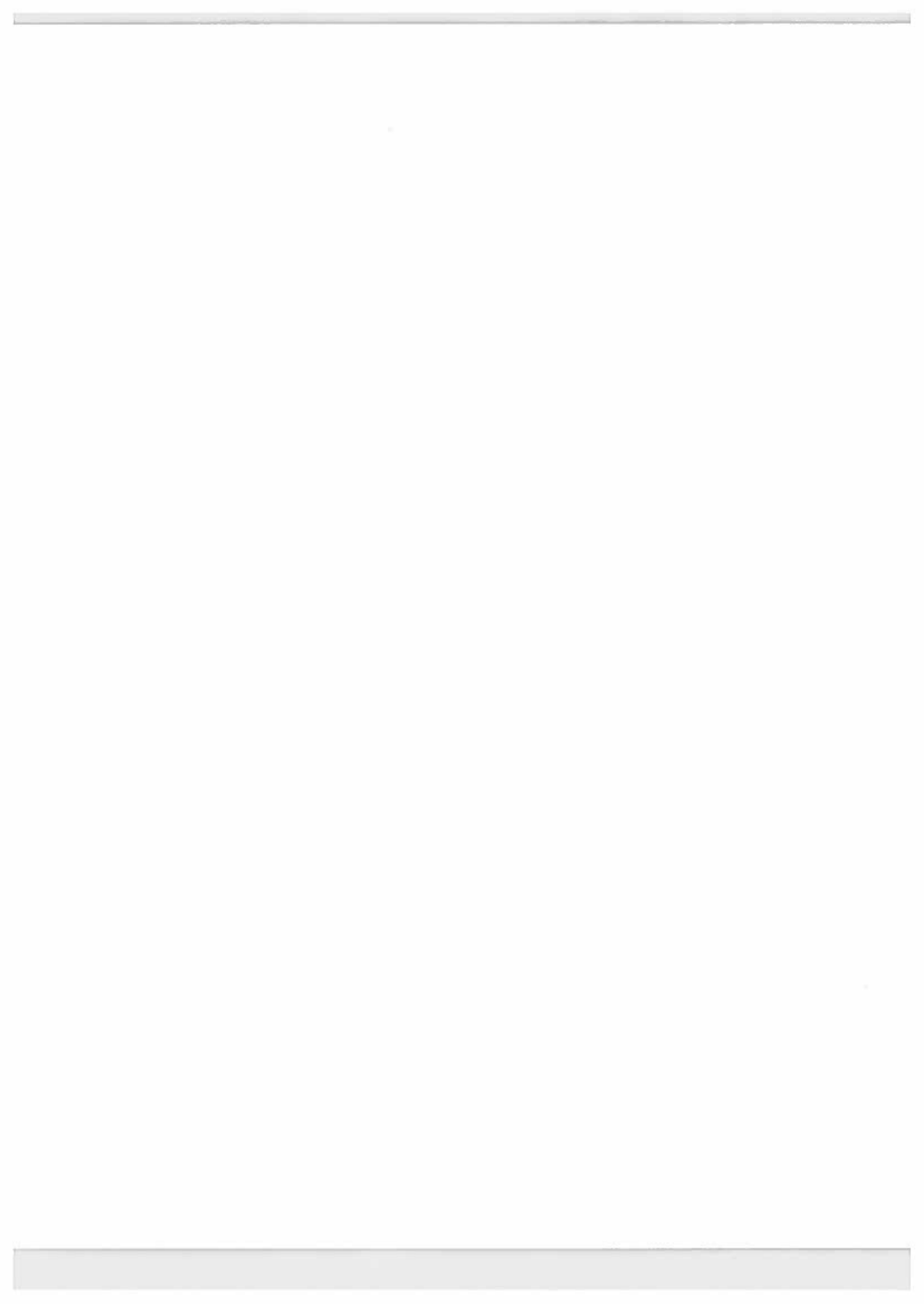
Jan VanDerziel
41629 Bedford
Canton,MI 48187
734=397=8891
vanderzj@gmail.com

Dear Michigan Rep

Personally as a senior with limited employment opportunities the movies are a great way to supplement my income.

I also believe the exposure and image the entertainment industry brings to the tourism economy alone would make it worthwhile.

Thank you



**House Economic Development and Small Business Committee
Support of House Bills 4907 and 4908
Lawrence Technological University
January 23, 2024**

The Multimedia Jobs Act will have a direct, positive impact on students in LTU Programs, Studios, and Labs such as Specs@LTU (formerly Specs Howard School of Media Arts), Audio Engineering, Game Design, Media Communications, Psychology, Architecture & Design, Graphic Arts, Entrepreneurship, Industrial & Transportation Design, Engineering Technology, Electrical & Computer Engineering, Collaborative Cognition Lab, Multisensory Lab, E-Sports – and more.

The growth of Specs@LTU as a Media Arts Professional Development Program is poised to significantly increase due to the passage of the Bills, especially among CTE, Graphics Arts, Digital Media, and Marketing Students.

LTU's close Industry Partnerships provide unique opportunities for students as well. One such Partnership is with Detroit Public Television. LTU's media studios are currently home to PBS Detroit while their new headquarters and facilities are built. We anticipate many other Industry Partnerships that will operate at a scale that has not been seen before due to the passage of these Bills.

Furthermore, the Bills will help spur additional Research & Development and advancement of multimedia technologies at LTU in concert with Industry, and through Federal Grants. These technologies will help usher in a new level of digital experiential learning that will have a positive impact on education for K-12, post-secondary and workforce development.

One key example of high-growth opportunities that span Academic, Workforce and Professional Development in terms of Student Enrollment, Industry Collaboration, Research & Development, and High Paying Jobs in Michigan due to the Multimedia Jobs Act is in the area of Virtual Production and the use of Epic Unreal Engine. Virtual Production has numerous high-tech, high-paying jobs associated with it and spans multiple industry segments including Movies, Trade Shows, Commercials, Social Media, Sales Presentations, Marketing, Product Development, Education, and more. This is an area that LTU is dedicated to growing and scaling in collaboration with industry that will provide very attractive jobs for students and professionals alike.

In closing, Michigan is poised to be a dynamic, creative and technological Multimedia Innovation Hub through the passage and adoption of House Bills 4907 and 4908. Lawrence Technological University supports these Bills and encourages full support from the Michigan Legislature. Thank you.

**House Economic Development and Small Business Committee
Support of House Bills 4907 and 4908
Lawrence Technological University
January 23, 2024**

Personal Information:

Mark Brucki, Associate Vice President, Economic Development
Lawrence Technological University
21000 W. Ten Mile Rd. Southfield, MI 48075
mbrucki@ltu.edu
248-204-2310 (O)
734-637-4022 (M)

To: House Economic Development and Small Business Committee

Re: Lawrence Technological University fully supports House Bills 4907 and 4908

Lawrence Technological University fully supports and encourages the full support of House Bills 4907 and 4908 from the House Economic Development and Small Business Committee, and subsequently from the Michigan House of Representatives and the entire Michigan Legislature.

These Bills help create the Michigan Multimedia Jobs Act which provides attractive and reasonable transferable tax credits resulting in Job Creation, Talent Retention, Robust Economic Development and Increased Economic Impact, Company Attraction and Retention, the Development, Expansion and Adoption of Technology, an attractive new segment of Michigan's Entrepreneurial Ecosystem, and an Innovative, Creative, Technological, and Stable Pathway for Workforce and Professional Development and Academic Programs from High School, including Career & Technical Education (CTE), to College, to Life Long Learners.

For LTU and other Academic Institutions, it provides increased opportunities for Curriculum Innovation, Industry Collaboration, Advanced Research & Development, Technology Advancement, and Community Engagement. More importantly, it provides greater opportunities for Student Access, Achievement, Jobs and Economic Mobility in Michigan. These Bills will help with increased college student enrollment for multimedia disciplines, as well as improved college graduation rates, and especially for retaining graduates in Michigan with sustainable, good paying jobs.

The resulting impact of these Bills align with LTU's Defining Pillars of Technological Eminence, Research & Creative Practice, Interdisciplinary Agility, Professional Excellence and Industry Inclusion. Additionally, they advance student outcomes achieved through LTU's Innovative Pathways Initiative, and enhance Dual Enrollment opportunities at more than 50 High Schools. These Dual Enrollment, Early Middle College Programs and High School Pathways are critically important to capture the attention of today's youth, get them involved in learning very relevant, interesting, creative and high-tech skills for in-demand jobs. The Bills have a direct, positive impact on College attainment and help the State achieve it's 60 x 30 Goal and Oakland County achieve its Oakland80 objective.

LTU is committed to providing professional, technical, and workforce development Certificates and Micro-Credentials to 2500 Students per year by 2028. These Bills will help LTU create sustainable programs that support students, alumni, and industry and grow the creative economy.

Nicholas Gewirtz

From: Timothy O dea <odeafamily2@aol.com>
Sent: Monday, January 22, 2024 2:00 PM
To: Nicholas Gewirtz

Nick, I am a member of local 38 in Detroit and would love to attend the meeting but I am in Florida. Please count my vote towards the upcoming film and incentive. Best wishes Tim O'Dea.
Sent from my iPhone



TRAVELING MOON PRODUCTIONS

January 18, 2024

Dear Legislators:

I am an award-winning Michigan screenwriter represented by Eleni Larchanidou, LLM, with offices in LA and Greece. My writing partner and I have a film project in development now, and currently Michigan will NOT be a location where we choose to shoot, for the very simple reason that our investors want the best deal possible. Past Michigan lawmakers have chosen NOT to compete for millions of dollars and jobs that are finding a warm welcome in other states and frankly, other countries. You have the opportunity to change that.

I worked as a television producer in California for a number of years and rejected life in LA to return to family here, the chance to own a house and for the love of my home state. But my career is still managed in California. There is no advantage here for me and the thousands of others who have to go elsewhere to get projects produced and believe me, this makes my job much harder.

If you watch the credits on a film or TV show, hundreds of skilled people are required, and make a living, from this work. This is true whether producing film, commercials, industrials or games. Not just the skilled techs and artists who are hands on, but the thousands more who derive an income from required services that include everything needed to support a small colony of content creators for each project.

There are also the facts about our state's lack of competitiveness in this 21st century creative tech industry; a "Brain Drain" that forces companies to desperately import from other states the skilled techs and creatives who grew up here but moved elsewhere for jobs.

The antidote is the unique nature of the Michigan Multimedia Jobs legislation that supports multimedia jobs and projects beyond film and keeps every tax credit dollar in the state.

I'm writing to ask for your support to bring more productions, jobs, and economic growth to our state by supporting HB 4907 & 4908. It just makes sense. Thank you for your consideration.



Dr. Deb Havens, Screenwriter/Producer * www.TravelingMoonPro.com * Grand Rapids, MI * 616-885-2961



Nicholas Gewirtz

From: Larry August <larry@hudsonedit.com>
Sent: Friday, January 19, 2024 12:28 PM
To: Nicholas Gewirtz
Cc: Alexander Page; David Haddad
Subject: Support for House Bills 4907 and 4908

I want to offer my support for House Bills 4907 and 4908.

Name: Lawrence August

Business Owner of Hudson, a dba of August Pask Partners LLC, a production and post production company located in Detroit, Michigan since 2012. I am personally a DGA Director for over 30 years.

Email: larry@hudsonedit.com

Phone: 248-310-9333

Business Address: 1500 Woodward Ave Suite 600 Detroit, Michigan 48226

Personal Address: 4500 Dow Ridge Rd, Orchard Lake Michigan 48324

We make commercials and create high end content for Michigan based clients including General Motors, Rocket Mortgage, Blue Cross Blue Shield, Michigan Lottery, General RV, Corewell Health. My clients talk about how they take production and post-production projects to other states because they offer incentives that Michigan does not. If we were able to offer similar incentives to states like Illinois, Ohio, Georgia, etc. we could grow our business much more successfully, hire more staff, and employ more professionals in stable, excellent paying jobs. Our clients prefer to keep their production and post-production business here, but without incentives, we can't compete on a level playing field. We have succeeded in spite of this, but there would be great opportunities for growth for all the players in our space if we pass this legislation.

I also want to highlight the importance of this incentive legislation to the substantial post-production industry here in Michigan, which is sometimes overshadowed by the flashier production side. Post-production includes, editing, motion graphics, visual effects, color, sound design, original music, and mix. These are important elements in the creation of any digital content, created by tech savvy, highly trained creative artists and technicians. These are generally good paying, full time jobs with benefits. There are many more post-production projects each year than production projects; often the assets from one shoot are repurposed through this process to create many deliverables over long time frames. Clients regularly create projects entirely in post-production, utilizing stock footage, animation, graphics, or existing assets. Historically, the big three have often been willing to keep their post production work here in Michigan, even if they shoot their vehicles in the mountains or the desert. If we can incentivize them, the opportunity to grow this side of the business is substantial.

Thank you.



Nicholas Gewirtz

From: Yvette Campbell, CMP <ycampbell@meetingsme.com>
Sent: Friday, January 19, 2024 12:10 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: Support: House Bills 4907 and 4908

Importance: High

Good afternoon Nick, I am writing to you in Support of the House Bills 4907 and 4908

- Name - Yvette Campbell, CMP
- Email address - Ycampbell@meetingsme.com
- Phone number - 734-560-8108
- Mailing address - 41520 Metaline Drive, Canton, MI, 48187

I am endorsing the bills due to personal experience of handling productions when last in Michigan.

As a former Director of Group Sales at the Westin Book Cadillac hotel, we hosted about 7-10 movie production groups at our facility. The benefits of having a group for a 3-month period is incredible for any hotel. Not only were we constantly having guests in our lobby checking in and out, we also had the pleasure of having them use our food and beverage outlets, laundry / housekeeping services and valet parking.

These groups all gave us approximately 1500 rooms over a 3-month period.

Not only did we host these groups at our hotel, we also had our guests using our concierge services to eat all over the Michigan area. We were doing reservations for special groups to eat at restaurants, or helping them with offsite catering. (We did a few box lunches, but ultimately the production companies had catering companies on site to feed guests which is another revenue source for the state.

We did laundry at our hotel, but with the large volumes of laundry being needed daily, we were able to set up special offsite laundry services for groups - local laundry companies were picking up more business than they have ever seen.

Transportation - Guests were renting cars and having them delivered to the hotel for use. We were benefiting from them using the garage and paying for 3 month stays - even if they did not use all the spots!

Entertainment - After shooting, clients would visit Jazz Clubs and enjoy the multiple facilities around town.

Employment: Over the time I had movies at the hotel, we saw a lot of lay offs at the automotive factories. Movie productions were able to employ so many men and women who had comparable skills.

I am now a meeting broker and help clients book sleeping rooms and contract movie productions worldwide. I have not seen any requests for Michigan over the past 4 years. I do however see requests for states and other countries like Canada, offering incentives

Lets work on bringing production back to the state of Michigan

Thank you
Yvette



Yvette Campbell, CMP MEETING BROKER

M 734.560.8108

Ycampbell@meetingsme.com

www.meetingsme.com

www.linkedin.com/in/campbell4

Detroit, MI

Good day,

I began my career a production assistant and utility person on corporate and commercial projects. I watched and learned from some of the best craftsmen working. We were involved in either shooting how things work on assembly lines or automotive commercials, sheet metal work in its beginning and final form. This is, what we have done in Southeast Michigan and Detroit for close on one hundred years.

Once I had observed and discovered a need I became the first video assist company in Michigan that is providing the creative team an instant replay of the a given shot first on film then using digital cinema.

I soon joined the International Alliance of Theatrical and Stage Employees (IATSE) which introduced me to regional and national commercials and eventually feature films.

While commercials are our bread and butter and we produced a great many through the 80s and 90s feature films companies became interested in using Michigan as a location.

Sometime at the end of the 90's though, we started noticing work drying up and going to Canada and places in the US that had developed incentive programs. We were losing work quickly because the 'playing field' was no longer level. Now over 40 states have some sort of film and media program because they realize the industry is a multi-billion dollar one. We are being left in the dust.

To bring a variety of work back and to stimulate and maintain jobs here in Michigan, I believe it is important to pass the Michigan Multimedia Jobs Act (House bills 4907 and 4908) now.

I have read legislation as introduced and it seems smart, the writers having taken note of the past bill's deficiencies. This bill stands to be more inclusive for labor and diversity. Also being a transferrable tax credit, the financial ecosystem will stay here and I have no doubt labor and economic growth will come back to Michigan as another revenue stream.

Thank you for your time and consideration.

Mark Adler

VAIdigital.com Video Assist and Teleprompter owner operator.

Member IATSE

MAAdler@VAIdigital.com

24265 Jamestowne Rd

Novi, MI 48375

2483492666



Nicholas Gewirtz

From: Larry Haggart <LHaggart@mraservices.com>
Sent: Friday, January 19, 2024 1:04 PM
To: Nicholas Gewirtz
Cc: Alex Page; haddads@haddadsinc.com
Subject: House Bills 4907 and 4908

Dear Mr. Gewirtz,

I am writing to express my strong support for Michigan House bills 4907 and 4908.

My name is Larry Haggart and I am the 2nd Vice President of the Men's Club of Grosse Pointe. We recently hosted a presentation by Alexander Page, Chair of the MIFIA Legislation Action Committee, who explained the advantages of passing legislation that would enable Michigan to compete for more video production projects in the future. I enthusiastically agree that the above-named bills should be passed.

If you have any questions, you can reach me at telephone number 313-949-4484, my postal address: 1173 Audubon Road, Grosse Pointe Park, MI 48230, or my email address.

Thank you very much,

Larry Haggart

Sent from Larry's iPhone





Victor Lord
Executive Producer
Co-Owner

DYNMC Films
Los Angeles, CA

310.571.8579
victor@dynmc.co
www.DYNMC.co

To whom it will concern,

My name is Victor Lord, and I'm a filmmaker with DYNMC Films. Though I was born and raised in Michigan, I currently live in Los Angeles, California with my wife and daughter. I'm here to offer support for HB 4907 & 4908, the Multimedia Jobs Act introduced by Chairman Hoskins and Rep. Roth.

My producing partners and I are all graduates of Michigan State University. I owe my career to the university, particularly Dr. William Vincent. That was during the waning years of the previous Film Incentive, one that would ultimately be cut along with many others like it. I remember attending classes with people from Pennsylvania, Minnesota, New York, and California. They all came to Michigan State to work in the local film industry. But by the time we graduated, it was all but destroyed. They ended up in major markets, just like the rest of us.

While working and residing in those markets, we produced the independent feature film, Hayseed. The film is a whodunnit murder mystery starring Bill Sage (American Psycho), Caitlin Carver (I, Tonya), Jack Falahee (How to Get Away with Murder), and Kathryn Morris (Cold Case) to name a few. The project was shot in Eaton Rapids, the hometown of writer/director Travis Burgess. Throughout the development process, he was warned time and time again by investors and production companies to stay far away from Michigan. Shooting there is simply too expensive, especially with states like Georgia, Louisiana, and Ohio offering so much in return. But, I'm glad we choose to brush those warnings aside. Because we made a great movie, met some amazing people, and left with the satisfaction of doing the impossible. While films like Hayseed do exist, they will only become fewer and farther in between without serious investment into the production infrastructure. While we want nothing more than to return to Michigan for our sophomore endeavor, it's becoming more and more like an impossibility.

Thank you for your time and consideration.

A handwritten signature in black ink that reads "Victor Lord". The signature is written in a cursive, flowing style.

-Victor Lord
Exec. Producer
DYNMC Films



Nicholas Gewirtz

From: Bret Miller <bret@dynmc.co>
Sent: Friday, January 19, 2024 1:57 PM
To: Nicholas Gewirtz
Cc: Alexander Page; haddads@haddadsinc.com
Subject: Support for House Bills 4907 and 4908

Bret Miller
DYNMC Films LLC
bret@dynmc.co
(248) 622-1819
267 Tye St SE, Atlanta, GA, 30316

Hello,

My name is Bret Miller, and I'm a filmmaker with DYNMC Films. Though I was born and raised in Michigan, I currently live in Atlanta, Georgia, with my wife, Emily. I'm here to **offer support from afar for HB 4907 & 4908**, the Multimedia Jobs Act introduced by Chairman Hoskins and Rep. Roth.

My producing partners and I are all graduates of Michigan State University. I owe my career to the university, particularly Dr. William Vincent. That was during the waning years of the previous Film Incentive, one that would ultimately be cut along with many others like it. I remember attending classes with people from Pennsylvania, Minnesota, New York, and California. They all came to Michigan State to work in the local film industry. But by the time we graduated, it was all but destroyed. They ended up in major markets, just like the rest of us.

While working and residing in those markets, we produced the independent feature film, *Hayseed*. The film is a whodunnit murder mystery starring Bill Sage (*American Psycho*), Caitlin Carver (*I, Tonya*), Jack Falahee (*How to Get Away with Murder*), and Kathryn Morris (*Cold Case*) to name a few. The project was shot in Eaton Rapids, the hometown of writer/director Travis Burgess. Throughout the development process, he was warned time and time again by investors and production companies to stay far away from Michigan. Shooting there is simply too expensive, especially with states like Georgia, Louisiana, and Ohio offering so much in return. But, I'm glad we choose to brush those warnings aside. Because we made a great movie, met some amazing people, and left with the satisfaction of doing the impossible. While films like *Hayseed* do exist, they will only become fewer and farther in between without serious investment into the production infrastructure. While we want nothing more than to return to Michigan for our sophomore endeavor, it's becoming more and more like an impossibility.

I see a Spartan flag or an old English D almost every day down here. Every Michigander is dying to get back home, to make movies like we used to. And I know we can because the blue-collar tenacity that built our cities into some of the strongest in the country exists in our production circles. Amazing shows, commercials, and art films are constantly being made locally because the pantry isn't bare. But, if we don't act now, it will be.

I'm passionate about these bills because I miss my phone. I miss my friends and my family. Until the industry is restated and becomes a priority in Michigan, that will continue to be a pipe dream. But, I do have faith that the clear economic and social impacts will be enough to bring this amazing bill to fruition.

Thank you for your time and consideration.



BRET MILLER

Producer, DYNMC Films

 248.622.1819



www.DYNMC.co



January 17, 2024

To Michigan Legislators;

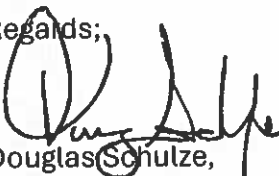
The Motion Picture Institute is accredited by the Accrediting Commission of Careers Schools and Colleges (ACCSC) and has articulation agreements with several area colleges. In the 25 years that we have been in operation we have trained and helped to launch the careers of over one thousand and five hundred Michigan students. MPI offers a comprehensive one year "hands on" training program that is designed to help aspiring filmmakers launch themselves with a sustainable career upon graduation.

MPI's graduates have found major success as creators of hit television shows such as the Ghost Adventures. MPI has produced prolific documentary filmmakers such as Todd Douglas Miller whose Apollo 11 played IMAX theaters and so many other artists and technicians who can be found among the credits of major films and shows after graduating MPI.

During the years of the original film tax incentive MPI saw its enrollment double as did job placement opportunities on Michigan film sets. Since the termination of the incentives up to 25% of our graduates leave state after receiving their education. Many of these individuals relocated to film incentive friendly states such as Georgia.

Without question the film tax incentive would help keep hundreds of Michigan area residents in state after graduation where they could purchase homes, raise families and send their children to Michigan area film schools. Please reinstate film incentives for the future of Michigan artisans.

Regards;



Douglas Schulze,

President & CEO/ MPI of Michigan Inc.

www.motionpicture.edu

Joel Potrykus
Asst. Professor, Grand Valley State University
Potrykj1@gvsu.edu
616-481-5847

1 Campus Dr.
Dept. of Visual & Media Arts
Allendale, MI 49401

Greetings –

As an instructor in the Film & Video program at GVSU, and a working filmmaker in Michigan, I am writing to give voice to the need for a self-sustaining media production industry in Michigan. I can attest to the importance of **House Bills 4907 and 4908**, that would allow money to stay in Michigan, and foster home-grown talent, rather than losing out to larger cities with tax incentive programs.

This summer I directed my fifth feature film, *Vulcanizadora*. We shot the entire film in Manistee and Grand Rapids. As with every film I make, I try to keep cast and crew local, if possible, both for financial reasons and for the tricky logistics of producing as a feature length film in a state with less resources for independent filmmaking. The lack of film production tax incentives in Michigan unfortunately means that most skilled practitioners have been forced to leave the state. After great efforts, roughly half of our crew was sourced from Michigan, while the other half came from L.A. or Texas. Still, it felt like progress to keep the production in my home state, spending money at local business. But more importantly, to know that this film will help spread the word that film production can, and still does, happen in Michigan.

As a professor in this field, it's tough to look my students in the eyes and say, "You'll probably need to leave Michigan if you want a career in the film industry." Their parents especially don't want to hear that. I'm constantly forced to explain how much the landscape has withered since the film incentives left the state in 2015. So, I'm here to do whatever I can to raise awareness of this gaping hole in our economy, and let you all know that there is an impassioned generation of young voters desperate to stay in Michigan and grow in their field. I push them daily to hold onto what they can if they want to stay in their home state, and to ultimately create their own Midwestern industry.

Vulcanizadora will be making its world premiere at the Tribeca Film Festival in NYC this June. It'll play in the main competition. It would've been great to go to that festival and announce that it was produced by an all-Michigan crew. It would've been great to tell others that Michigan has it figured out. We're relevant. We're happening. Come, make your movies here.

Passing **House Bills 4907 and 4908** would be two steps closer to helping Michigan happen again.

Thank you for your time and patience with my thoughts. Please feel free to reach out any time if you'd like to continue the discussion.

Sincerely,
Joel Potrykus



Nicholas Gewirtz

From: John Ryan <jryan@altaincentives.com>
Sent: Friday, January 19, 2024 2:21 PM
To: Nicholas Gewirtz
Cc: haddads@haddadsinc.com; Alexander Page
Subject: House bills 4907 & 4908

Mr. Gewirtz-

I am writing to indicate my support for House Bills 4907 and 4908.

I have worked for 12 years in the motion picture tax credit industry; working with industry representatives, and legislators over the years to increase awareness and enhancements in various state programs, and helping advertisers leverage these programs through their advertising agencies and ad productions.

I believe Bills 4907 & 4908 would be particularly effective and building a jobs industry in Michigan. Let me explain.

Some history: in 1997-98, Canada introduced production incentives that included US productions moving to Canada. For an industry that, at the time, saw 120 or so movies created per year in Los Angeles, 1999 saw 65 of these productions re-locate to Canada. 'Runaway production' was coined as a new catchphrase associated with job loss and industry decline.

The US is nothing if not competitive. Oklahoma was first to realize it could compete -and in 2003 introduced the aptly named 'compete with Canada' film act. 25 other states immediately joined the fray. Some of these early programs were hugely successful, and others went down in scandals and flames.

The good news is that we have learned from the success and mistakes of these other programs - and these Bills reflect this learning.

First is a reminder that these Bills (and these programs in other states) are designed to be an economic stimulator for the entertainment industry.

- It's to kick start the engine and keep it humming - much like other stimulus bills for other industries such as historic preservation or clean energy.
- This program requires that any recipient must spend their funds in Michigan FIRST, and have all expenses confirmed (see next point) BEFORE receiving any tax credit.
- Expenses must be inspected by Michigan licensed CPA's in agreed upon procedures ('AUP' = much more thorough than an audit as agreed upon procedures can require an inspection of EVERY receipt, not just as sample.)
- the longer and more stable the path/benefit- the more outside investment in local infrastructure is possible. Building new studios, instead of closing them.

Why entertainment? The entertainment industry has exploded as the need for content across multiple channels has led to a demand that continues to increase. No other industry has the potential to touch every single person and area of Michigan AND promote Michigan as a destination for travel and work. From hiring local on-camera talent and background actors, shooting on locations in the upper peninsula, Detroit, or the lake areas of the south, to renting equipment, housing, hotels, dining in restaurants, hiring caterers, drivers, cars, trucks, ad industry

creatives in agencies in Detroit creating campaigns for Kellogg, Perrigo, Whirlpool, GM, Ford, hiring student interns, to experienced union crew - it's a path that creates work and promotes Michigan. And studios such as Netflix/Disney/Universal have invested heavily in states with incentives programs. Case in point: Netflix \$2.5B investment in acquiring and expanding studio's and production in New Mexico.

Why a stimulus bill? Competition. 30+ other states currently have such programs in place - most notably Illinois. Just like marketing any other area of the state - this promotes Michigan as a competitive place to bring production.

- The Bills not only encourage film production in the state - but embrace the breadth of the industry: films, TV shows, commercials, digital projects etc. As media and productions evolve at a rapid base, these bills remain open to the industry changes. The reality is that little is filmed on 35mm or 75mm anymore. Digital production is now of a scope inconceivable only a few years ago.
- The Bills also help industry employees in the state remain in the state: if a grip on a TV show doesn't get hired for the next season, they can in-fill with work on commercials (a high paying, shorter term work that provides incredible experience and support) until another longer-term project arrives. They can work on student projects or visiting productions shooting location footage etc.
- The Bills also encourage local education & training to students, providing a clear career path that allows them to remain in the state - instead of leaving to pursue entertainment opportunities elsewhere.
- A key industry for commercials - it will encourage ad agencies to remain in Michigan or even OPEN NEW OFFICES in Michigan to create and produce advertising. This is key for the many Michigan based advertisers (mentioned above).

How to judge programmatic success? Like any industry, it takes time to build, to encourage outside infrastructure investment and training programs. Louisiana is a case study. Once dubbed the 'Hollywood of the south' - they initiated a program in 2005 which kicked off their industry, the building of studios, and the arrival of mega-productions. In 2015, major changes to their program was being introduced - these uncertainties and the introduction by Georgia of it's own program, led to the mass exodus of production from Louisiana to Georgia. Georgia is now taken the moniker as the 'hollywood of the south' - much to Louisiana's chagrin.

The common measurement is in terms of economic impact. I'll let the state reports speak for themselves:

1. New Mexico - an ROI of 8.4. (Meaning that for every \$1 investment through the stimulus act, the state's economy benefitted by \$8.40.)
 - a. <https://nmfilm.com/local-impact/economic-impact>
2. Georgia - and ROI of 6.3.
 - a. <https://www.gsecoalition.com/eis>

In closing, I believe these Bills would have a tremendous effect on Michigan with the creation and retention of high paying jobs, and encourage investment in infrastructure and long-term growth of the Michigan economy.

John Ryan, CPA
President
Alta Incentives Group
Main: (310) 800-1057
Direct: (310) 807-5958

Nicholas Gewirtz

From: Ben Steer <basswithben@gmail.com>
Sent: Monday, February 5, 2024 10:21 PM
To: Nicholas Gewirtz
Subject: Support for House Bills 4907 & 4908

Dear Mr. Gewirtz,

My name is Benjamin Steer and I am writing to you as a member of the International Alliance of Theatrical Stage Employees Local 26 Union. As a concerned citizen and laborer in the state of Michigan, I write to urge your support for passage of house bills 4907 & 4908, introduced by Representative Hoskins and Representative Roth, which would greatly expand the availability of entertainment jobs in our economy.

Regards,

Benjamin Steer
4468 Winged Foot Drive SE
Grand Rapids, MI 49546
Cell: 616-430-1432

Nicholas Gewirtz

From: Michael Anderson <clubtepes@yahoo.com>
Sent: Tuesday, February 6, 2024 1:18 AM
To: Nicholas Gewirtz
Cc: Alexander Page; haddads@haddadsinc.com
Subject: Please support House Bills 4907 and 4908

Dear members of the House Economic Development and Small Business Committee,

I would like to encourage you to support House Bills 4907 and 4908.

Lawmakers have a responsibility to the public in many ways. Of course, there is the fiscal responsibility. Nobody wants their tax dollars wasted. I know that I don't.

But there is also a human component to that responsibility. Right now, Michigan is losing population for various reasons. One such group of bright young people leaving the state, are those interested in film production.

For decades anyone who was interested in a career in film making automatically left Michigan for places like California or New York, because simply put, that's where the work was. Then, for a brief period from 2008 to 2015, people didn't have to leave Michigan to find film work.

During that time, people could stay right here to find a job in a career that called to them. But that opportunity was short lived.

Michigan has always been home to some wonderful talent both in front of and behind the camera. Some household names were born and raised here. But they all had one thing in common, they couldn't pursue their career here in Michigan.

When the previous incentive disappeared, many people, myself included, had to move away from Michigan to find work in their respective fields. In my case, along with many of my coworkers, Atlanta Georgia became our new home. But it really wasn't 'home', because we had to leave our families in Michigan. Involuntary separation from my wife and two young children. Myself and two other guys (also husbands) moved into a house outside of Atlanta, their wives also left behind in Michigan.

Two career households are not easy to pick up and move, throw children into the mix and the decision becomes even more complex. Add leaving behind aging parents in their 80's and the decision becomes traumatic.

Ultimately with all those factors, after two years in Georgia, I chose to move back to Michigan to be back in my home with my family and close to my parents, to be able to assist them as they got older. My father passed away in November of 2023 and I would not have been able to be there for them if I had still been in Georgia.

The overwhelming number of states that have some type of film incentive and the duration that many of these states have had them, show that they do work, retain talent and generate more than adequate revenue for their state. Michigan is one of only a small handful of states that has no incentive at all and as such, the types of films that are going to generate the most jobs and the most revenue are automatically going to go to bypass our state and go to those other states that do. And our young people are also going to continue to leave our state for those greener pastures.

Every parent wants their children to do well and to succeed. I am sure also that no parent really wants to see their child move too far away from home when they are still young and learning to spread their wings. And conversely, no adult deep into their career, wants to be too far away from aging parents.

So, in closing, I again would like to encourage you to support House Bills 4907 and 4908. Support one more way for our young people to stay in Michigan, have a unique and meaningful job in Michigan, raise their families in Michigan and as they also grow older, know that Michigan has done everything it can, to let families stay together.

Thank you for your time.

Michael Anderson

Email: ClubTepes@yahoo.com

Phone: (313) 580-9464

Address: 14464 Gary Lane. Livonia, Mi. 48154

Nicholas Gewirtz

From: janet vineeta <janetv.86@googlemail.com>
Sent: Tuesday, February 6, 2024 4:21 AM
To: Nicholas Gewirtz
Cc: Alexander Page; Haddads
Subject: Testimonial In Support For House Bills 4907 and 4908 For Multimedia Jobs Act Bill
Attachments: 20240206_140121.jpg; 20240206_140154.jpg; 20240206_140228.jpg

Hi Nick,

Given below is my testimonial in support for House bills 4907 and 4908 for Multimedia Jobs Act Bill.

Name : Janet Vineeta Anthony

Organization : Michigan Film Industry Association (MiFIA)

Email address : janetv.86@gmail.com

Phone number : 3138195888

Mailing address : 8076, Dwyer Street, Detroit 48211, Michigan.

I am writing this testimonial as a proud member of the Michigan Film Industry Association (MiFIA) and a dedicated advocate for the revitalization of Michigan's film industry through the submission of the crucial bill to reinstate film incentives in our state. and also as a filmmaker I am passionate about our state's creative potential, I firmly believe that reinstating these incentives is crucial for fostering economic growth and retaining local talent, increase tourism and small business revenue.

Having served on the board of directors for MiFIA and as a filmmaker, I have had the privilege of witnessing firsthand the wealth of talent and opportunity present within Michigan's borders. During my frequent trips to Los Angeles for industry meetings, I have encountered numerous individuals from Michigan **eager to contribute to the film industry** and economy but lamenting the lack of incentives that would keep them rooted in our state. It is evident that by providing incentives, we can encourage these talented individuals to stay and contribute to Michigan's creative economy.

The success story of Georgia's creative economy serves as a compelling example of what Michigan stands to gain by reinstating film incentives. According to data from the Georgia Council for the Arts, Georgia's creative industries generate a staggering **\$37 billion in revenue, employing 200,000 individuals with \$12.1 billion in earnings. The total economic impact reaches an impressive \$62.5 billion**, contributing significantly to the state's employment, business revenue, and overall cultural vitality. The economic impact of the creative industries is immense, and Michigan is currently losing out on a substantial portion of this revenue. The choice of film locations is often **influenced by tax credits**, and without adequate incentives, our state misses out on valuable opportunities to showcase its diverse landscapes and contribute to the flourishing creative economy.

Michigan, with its rich history in music, talent, and films, possesses the potential to achieve similar success, provided we invest in our creative industries. By passing the bill to bring back film incentives, we can create a **ripple effect that extends to small businesses, ensuring their growth and sustainability.**

Moreover, reinstating the Multimedia Jobs Act Bill will not only benefit major productions but also have a significant positive impact on small businesses within Michigan. From **catering services to set design, hospitality business,**

transport, equipments, numerous local businesses stand to gain from the increased activity generated by the film industry. By supporting these businesses, we can further stimulate economic growth and job creation across the state.

Additionally, the film industry has the potential to significantly **boost tourism revenue in Michigan**. Films often showcase the beauty and diversity of our state's landscapes and cultural attractions, attracting visitors from around the world. By promoting Michigan as a desirable filming location, we can attract not only filmmakers but also tourists eager to explore the settings featured in their favorite movies.

It is imperative that Michigan takes proactive steps to reclaim its position as a thriving hub for the film industry. By passing the Multimedia Jobs Act Bill, we can ensure that our state remains competitive and attractive to filmmakers and creatives alike. Let us seize this opportunity to cultivate a vibrant and inclusive creative economy that benefits all Michiganders.

By passing the bill to bring back film incentives, we have the chance to not only retain our local talent but also attract major productions, generate employment, and boost Michigan's overall economic prosperity. **It is not only an investment in the future of our local talent but also an opportunity to support and uplift the small businesses that form the backbone of our creative industry.** Lets take this important step to make Michigan an ideal destination for the film industry, ensuring a vibrant and thriving creative economy for generations to come.

Sincerely,

Janet Vineeta Anthony
3138195888

Dear Nick Gewirtz,

My name is Joshua Woodcock and I'm writing to express my endorsement of House Bills 4907 and 4908. I'm a Michigan-native who works in the film industry, having produced over 200 commercials, several short films, and a feature film. I'm writing because I serve as a good example of a problem these bills will help solve: maintaining jobs in Michigan for filmmakers so they don't have to move elsewhere.

In 2014, I graduated law school and decided to pursue my real passion: film. After graduating, I worked in the Detroit-based advertising agency Doner as a broadcast producer. Unfortunately, I entered the workforce after Michigan's support of film programs ended and had to look elsewhere for the growth I hoped to achieve in the industry. I moved cross-country in order to pursue my dreams of being a filmmaker. Since moving to Washington (which has a production incentive program), I've found the success I hoped for while creating award-winning work — but at the cost of being away from friends, family, and the place where I grew up.

Programs supporting film are important because they create a whole community of talented workers in the industry. These workers collectively learn from each other and build connections that fuel the quality of their work. It's this quality that producers are looking for when planning their next movie or commercial. As a filmmaker, it's this quality I strive to surround myself with in the place I live and work.

There is a dire importance in keeping talented filmmakers in Michigan. To do so, we need to create an environment where there is work for them to support their families. Film workers not only fuel the local economy (including restaurants and hotels), but they also create the moving parts and pictures that serve as a window to the rest of the world of all the things we know and love about the state. It's important to maintain that as we try to share the beauty of Michigan with future generations.

It's my sincere hope that House Bills 4907 and 4908 are passed so that the film industry and the local businesses it supports can thrive and be successful. It's incredibly hard and skilled work - and I hope that future talented filmmakers have the opportunity to stay in Michigan to pursue it.

Best,

Joshua Woodcock

(248) 207-9453

<https://joshuawoodcock.com>

ADDRESS:

13410 SE 187th PL

Renton, WA 98058



AICP

National Office/Headquarters
3 West 18th Street, 5th Floor
New York, New York 10011
212 929 3000
www.aicp.com

*Where Communications Meet
Craft*

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Vice
Chairperson*

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*brother
Immediate
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Chairperson*

Matthew Miller
*AICP
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CEO*

Robert
Fernandez
*Moxie Pictures
Treasurer*

Robert L. Sacks
*Ellenoff
Grossman &
Schole
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**National
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(323) 798-9744

**Past
Chairmen**

Mark Androw
STORY

Jon Kamen
RadicalMedia

Ralph Laucella
O Positive

Frank Scherma
RadicalMedia

The Honorable Jason Hoskins
Chair, Economic Development & Small Business Committee
House of Representatives
124 North Capitol Avenue
Lansing, MI 48933

Re: Multimedia Jobs Act - SUPPORT

Dear Rep. Hoskins,

The Association of Independent Commercial Producers represents (AICP), exclusively, the interests of independent companies that specialize in the production and post production of television commercials in various media for advertisers and ad agencies. AICP's nearly 400 member companies are mostly small and medium-sized businesses that employ on average between 18 and 22 in-house employees, in addition to thousands of freelance workers nationwide.

The AICP strongly supports the Multimedia Jobs Act (HBs 4907-4908), which would create a transferable tax credit for eligible Michigan-produced media projects, including commercials with a minimum qualified spend of \$50,000. A production tax incentive will be a critical component in attracting filming and promoting Michigan. Local vendors such as equipment rental companies, restaurants, hotels and other suppliers who service the commercial production industry in Michigan are poised to greatly benefit from the Multimedia Jobs Act.

The commercial production industry is an important economic engine providing high-paying jobs and is often described as the "bread and butter" of the film economy in many production centers around the nation. Commercial producers are also among the most mobile in the media industry with the ability to take their productions almost anywhere in the world.

Economic development, jobs, and opportunities in media industries flow to states with an open and accommodating atmosphere. The Multimedia Jobs Act will ensure that film industry decision-makers on a national level will consider Michigan as a viable production locale.

For these reasons, we urge you to support the Multimedia Jobs Act.

Thank you for your consideration.

Sincerely,

David Michael González
Director, Labor Relations & Government Affairs

cc: The Honorable Members, Economic Development & Small Business Committee

Dear Nick Gewirtz,

I am writing to you in full support of Bills HB 4907 and HB 4908 for the reasons of bringing the creation of major motion pictures back to Michigan. In years past, I was able to be (the only) makeup mirror rental company (*Mirrors To You*) in Michigan and it provided taxes for the state and some income for my family. With that in mind, there are many small-time businesses along with restaurants, hotels, appliance, furniture, and car part stores that benefit from the fil industry as well, and in short, of course, the cities and the State of Michigan will benefit as well.

Take care,

Dana

Dana Gamarra

2569 Hallman Ave.

Waterford, Mi. 49328

Pronouns: He/Him/His

Danagamarra@wayne.edu

(313) 595-7794

"Some people care too much, I think it's called love"

- Winnie the Pooh



Mr. Gewirtz

This is a message of support for House Bills 4907 and 4908.

I have recently moved back to Michigan after working as an actor in Hollywood for the last 35 years. I fully intend to continue my career and commuting to LA. But how fantastic would it be to be able to work as an actor in my beautiful home state of Michigan. Southern California was built on the entertainment industry but it is harder and harder to live there. Production is fleeing to other states that are offering an incentive and those states are benefiting in a huge way! Jobs Jobs Jobs!! From the caterer to the crew to the cast to local businesses and service industries, everyone benefits. I know several local Michigan actors who's careers were flourishing back when the last film tax incentive was in place here. I can't for the life of me figure out why it was done away with. Michigan and it's local communities would greatly benefit from these bills. Look what an incentive has done to the city of Atlanta and the State of Georgia. Wouldn't it be fantastic for Michigan to be the entertainment capital of the Midwest?! Please push these bills forward and create more jobs and opportunities for Michiganders.

Thank You

Christopher Darga

Actor

SAG/AFTRA member

cdarga@sbcglobal.net

818-389-1146

3482 Breeze Point Ct

Linden, MI 48451





MOTION PICTURE ASSOCIATION

February 6, 2024

Representative Jason Hoskins
Economic Development and Small Business Committee
The Michigan House of Representatives
124 North Capitol Avenue
Lansing, MI 48933

Rep. Hoskins:

On behalf of the Motion Picture Association (MPA)*, I am writing to convey our support for House Bills 4907 and 4908 and their Senate Bill companions, 438 and 439. The MPA serves as the global voice and advocate of the motion picture, television, and streaming industries. It works in every corner of the globe to advance the creative industry, protect its members' content across all screens, defend the creative and artistic freedoms of storytellers, and support innovative distribution models that expand viewing choices for audiences around the world.

The proposed Michigan Multimedia Jobs Act is an economic development program that draws on policy provisions from many of the 40 states and jurisdictions with a film and television incentive program creating a right sized, competitive program for the state and the Pure Michigan brand. When implemented, this program would contribute to growing a labor force and brick-and-mortar small business network servicing production needs. Most importantly, this act provides incentive to grow Michigan's multimedia economy for Michiganders.

We want to help get this legislation right so it can unlock economic opportunities for Michigan communities hosting production and tourism. To that end, there are several amendments we would like to offer. Please feel to contact me or the MPA's representative in Lansing, Becky Bechler at, bechler@paaonline.com, or Scott Breslin at, breslin@paaonline.com, for further questions and details.

Sincerely,

A handwritten signature in black ink, appearing to read "JL", followed by a horizontal line.

Josh Levin
Vice President, Northeast Region
Motion Picture Association

* Netflix Studios, Paramount Global, Sony Pictures Entertainment Inc., Universal City Studios LLC, Walt Disney Studios Motion Pictures, Warner Bros. Entertainment Inc.





Dr. Tarek M. Sobh
President
Lawrence Technological University
January 22, 2024

Tarek Sobh
President

Committee Chair
House Economic Development and Small Business Committee
Michigan House of Representatives
124 N Capitol Avenue
Lansing, MI 48909

Dear Representative Jason Hoskins,

I am writing to you on behalf of Lawrence Technological University (LTU), to express our enthusiastic support for House Bills 4907 and 4908 currently under consideration by the House Economic Development and Small Business Committee.

LTU is dedicated to fostering innovation, academic excellence, and industry collaboration, and we believe that these bills align perfectly with our mission and goals. The Michigan Multimedia Jobs Act as outlined offers a comprehensive approach to address critical aspects of economic development, job creation, talent retention, and technological advancement. We would like to highlight some key points that underscore LTU's strong endorsement of these bills:

Job Creation and Talent Retention LTU believes that the innovative approach outlined in the bills will contribute to a robust economic development framework for the state.

Academic Opportunities and Economic Mobility LTU sees these bills as catalysts for increased college student enrollment in multimedia disciplines and improved graduation rates.

Curriculum Innovation and Industry Collaboration The bills offer academic institutions, including LTU, increased opportunities for curriculum innovation, industry collaboration, advanced research, and technology advancement. This, in turn, enhances student access, achievement, and economic mobility in Michigan.

LTU is committed to providing professional, technical, and workforce development certificates and micro-credentials to 2500 students per year by 2028. These bills will play a pivotal role in creating sustainable programs that support students, alumni, and industry while growing the creative economy.

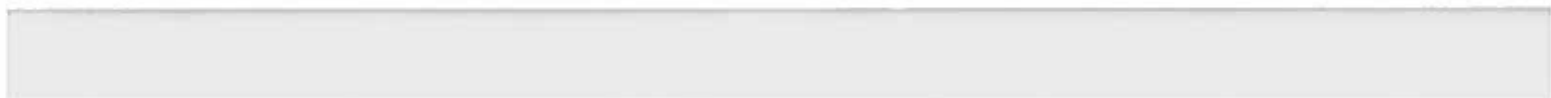
In conclusion, LTU believes that Michigan has the potential to become a dynamic, creative, and technological Multimedia Innovation Hub through the passage of House Bills 4907 and 4908. We wholeheartedly support these bills and encourage full support from the Michigan Legislature.

Sincerely,

Tarek M. Sobh
President

Lawrence Technological University

21000 West Ten Mile Road, Southfield, MI 48075-1058 | 248.204.2000 | president@ltu.edu





January 22, 2024

Michigan House Committee on Economic Development & Small Business

Dear Representatives:

I'm writing today in support of House Bills 4907 and 4908, the Michigan Multimedia Jobs Act (MMJA). I own Rivet Entertainment, a television and commercial production company dedicated to crafting compelling narratives through our narrative film and television commercial productions.

However, we find ourselves at a crossroads. The absence of a robust incentive program in Michigan for multimedia companies is not just a gap; it's a barrier that stifles growth, hampers talent retention, and diverts our potential projects and employment opportunities to other states that offer more supportive environments for multimedia work.

Our state's lack of competitive incentives has compelled companies in our sector, including Rivet Entertainment, to consider locations elsewhere for our projects. For example, we have produced projects with mandates to utilize a tax rebate or incentive, which required us to take work out of state. We made *Year By The Sea*, an independent feature film slated initially for Northern Michigan, but were compelled to film in Massachusetts, a state with a generous incentive. We produced a \$1M advertising package for a Unilever brand in West Virginia because of its incentive on commercial production.

The MMJA presents a crucial opportunity to address this disparity and position Michigan as a competitive, attractive destination for multimedia production. The lack of a tax credit program undermines Michigan's economic potential and denies our talented local workforce the opportunity to engage in meaningful, creatively fulfilling projects in their home state.

The passage of the MMJA is pivotal to unleashing our industry's full potential. It will allow us to retain and attract talent, invest in local stories, and contribute significantly to the economic fabric of our state. This Act is more than legislation; it is a statement that Michigan is ready to embrace its creative potential, support its homegrown talent, and become a frontrunner in the national multimedia arena.

Your support for this Act will not just change the trajectory of companies like Rivet Entertainment; it will transform the landscape of multimedia production in Michigan, creating a future where our state is celebrated for its creativity, innovation, and economic vibrancy.

We appreciate your consideration and stand ready to collaborate on making this vision a reality for Michigan.

Sincerely yours,

A handwritten signature in black ink that reads "Bill Latka". The signature is written in a cursive, flowing style.

Bill Latka
Executive Producer

2000

1

2



Nicholas Gewirtz

From: Haddads <haddads@haddadsinc.com>
Sent: Monday, January 22, 2024 4:08 PM
To: Nicholas Gewirtz
Subject: Card of Support House Bills 4907 and 4908

Good afternoon Mr. Gewirtz,

My name is David Haddad and I am the owner of Haddad's Inc. Haddad's has rented trucks and trailer to the film industry for 40 years and worked on over 5,000 films.

I am supportive of House Bills 4907 and 4908 and am very excited for the film industry to grow in Michigan again.

In 2010, we purchased a building in Brownstown Township, Michigan and hired 5 employees to support our business in Michigan. After the last film program ended, we had no more business activity in Michigan. We had to rent out our building and lot to a tenant and moved our employees to other states where we do business. If the bills pass, we will be able to reboot our Michigan location, including hiring local employees and using local vendors to support us. When we have a home base in a state, we would be utilizing every local vendor to help maintain our equipment and building. This would include hvac, plumbing, mechanics, body shops, and metal fabricators.

Over 41 states and cities in the USA have film programs including Ohio and Illinois, and I am looking forward to Michigan catching up!

Best,

David Haddad
Owner and President
Haddad's Inc.
Haddads@haddadsinc.com
Michigan Address: 24354 King Rd, Brownstown, MI 48174
Mailing Address: 221 Curry Hollow Rd, Pittsburgh, PA 15236
O: 412-655-8822

Nicholas Gewirtz

From: Eddie Rubin <eddie@optimisticpics.com>
Sent: Monday, January 22, 2024 4:09 PM
To: Nicholas Gewirtz; haddads@haddadsinc.com; Geoff George; Alexander Page
Subject: support for House Bills 4907 and 4908.

- Name
- .

Eddie Rubin
Optimistic Pictures, LLC
Eddie@optimisticpics.com
248.631.8162
4150 Southmoor Ln
West Bloomfield MI 48323

Dear committee,

It is with great pleasure and trepidation I write this letter expressing my support for House Bills 4907 and 4908. You may ask why I am advocating for something that I have a lot of trepidation on. Well, it's simple. We've been here before. We, as Michiganders, welcomed a media incentive at same time I was graduating the university of Michigan. At the passing of the bill the flood gates opened and Michigan was transformed. In a state that had been the underdog for years And beaten down by negative press a transformation took place. Graduates like myself Stayed rather than leaving. National headlines showcased the beauty and excitement that Michigan had to offer.

I built a successful production company in Michigan. I managed films that brought in millions of dollars into the state. I employed hundreds if not thousands of people and vendors who were able to diversify their work into film and television. That is why I am tepid. There was so much hope and excitement only to be taken away from us before we even reached our peak potential.

Since then I have taken my film out of state and out of country. I have managed 10s of millions of dollars and watched it benefit other states and communities. When the incentive ended I was devastated. I now travel much of the year leaving my wife and 3 children home in Michigan. I do not want to get my Hopes up again that I may get to work in Michigan once again if this is not something that has a real chance.

That is why I am asking you, the distinguished committee, to give this bill a real chance. A chance that could help transform the lives of Michiganders and its businesses as it did over 10 years ago. Please help restore good paying jobs, excitement and most of all hope.



Nicholas Gewirtz

From: Kurt Kulas <kkulas5@gmail.com>
Sent: Monday, January 22, 2024 4:42 PM
To: Nicholas Gewirtz
Cc: Alexander Page; haddads@haddadsinc.com
Subject: House Bills 4907 and 4908

Dear Nick,

This letter is to express my strong support of House Bills 4907 and 4908, to end an alarming trend of our talent seeking opportunities outside of the state of Michigan. This is an opportunity to not just curtail the loss of this talent but dramatically enhance our ability to recruit and relocate talent into our own backyard.

I have been in the Advertising Industry for over 44 years and have experienced and navigated far more change in the last 4 years than the previous 40 combined.

The timing of these Bills potentially being passed would have a tremendous impact on ours and more importantly, our clients business. I work for a Fortune 500 company servicing Fortune 500 clients, and the largest of those companies is in our own backyard. Ford.

A significant remit we must deliver on, is creating video content efficiently and at scale that meets always shifting demands. As our clients' fiduciary partner, we are obligated to seek out the most efficient path to the best outcome. Currently, the state of Michigan is NOT a competitive option to meet that obligation.

Worse, the lack of competitiveness motivates a significant amount of Michigan's young talent to seek careers in states that CAN compete for this work.

These bills are far more than just a life raft for retaining talent, it's an investment in building our states standing as a hub of innovation, tech and creativity. All of which leads to economic growth for our great state!

Thank You,

Kurt Kulas
VML/GTB | HOP, NA, WPP | Ford
243 W. Congress St., Detroit, MI 48226
mobile: +1.248.705.4433



Nicholas Gewirtz

From: Lawrence Lamont <ll.lawrencelamont@gmail.com>
Sent: Monday, January 22, 2024 4:45 PM
To: Nicholas Gewirtz
Cc: Alexander Page; Haddads
Subject: Support for House Bills 4907 and 4908

Hello Nick Gerwitz,

I'm expressing my endorsement and support for House Bills 4907 and 4908. Below is my personal information and a written testimony.

- Lawrence Lamont
- LL.LawrenceLamont@gmail.com
- 313.917.8595
- 8358 Manitoba St. Apt. 5, Playa Del Rey, CA 90293

My name is Lawrence Lamont, I'm a Director and screenwriter, and my support for House Bills 4907 & 4908 couldn't be greater. I grew up in Detroit and fell in love with film at a young age. My aunt would record just about every film on VHS and I would lock myself in a room consuming it all. Little did I know, I was watching classics from the greats such as Martin Scorsese, Spike Lee, Stanley Kubrick, Ingmar Bergman, etc. This love continued throughout high school and after graduating from Southfield High, I knew the dramatic arts was my calling.

Unfortunately, after directing short films and commercials in the Detroit area I realized that I hit my ceiling too fast. Productions stopped, and there weren't any opportunities for aspiring filmmakers like myself. So I moved west. After living in LA for over 10 years I found much success. To date, I've directed television for HBO Max, worked with artists like Beyoncé, Issa Rae, Big Sean, and J. Cole, and have a studio feature I'm set to direct this summer with Sony/Columbia. Even won a VMA and a regional Emmy for a commercial I directed. But with this success, I'm nowhere near fulfilled. And the reason is that my real dream is to see Hollywood in Michigan.

I have filmed all over the country and our state remains one of the most beautiful and one of a kind. There's not a setting we can't accomplish throughout the state and the type of people from here would thrive in blue-collar-esque film productions. I hope that our House Bills show a clear view of the potential filmmaking possibilities and economic boom productions can bring in Michigan. Thank you for reading and hearing it from us and we look forward to proving you right once passed.

Warmest,
Lawrence Lamont



Nicholas Gewirtz

From: Seth Triezenberg <triezen@gmail.com>
Sent: Monday, January 22, 2024 4:41 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: I support House Bills 4907 and 4908

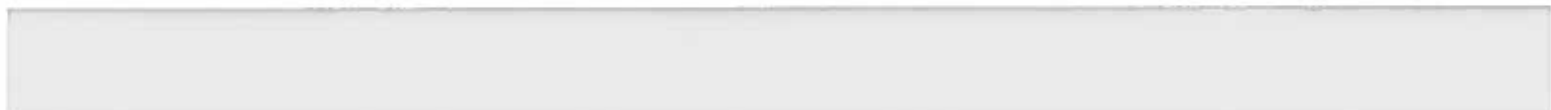
Dear Nick Gewirtz,

I have worked 20 plus years in the advertising business as a producer. House Bills 4907 and 4908 will have impact on my ability to produce more work within the state and allow my family to continue to live and work here.

As an advertising producer, I have seen multimedia budgets continue to get tighter while the amount of advertising spaces and needs increase. These tight budgets can go further with these incentives - giving Michigan companies an advantage when spending their multimedia dollars within the state. This will allow companies to create more content while also putting more money into the Michigan economy. The other side of this is the many small business that are multimedia based benefiting from additional work. Hardworking Michiganders and their businesses will benefit from these incentives.

The crafters of these bills have evolved the incentives from the last time they existed. This evolution created bills that benefit Michigan companies and people. House Bills 4907 and 4908 help Michigan businesses of all sizes, as well as Michigan Multimedia workers.

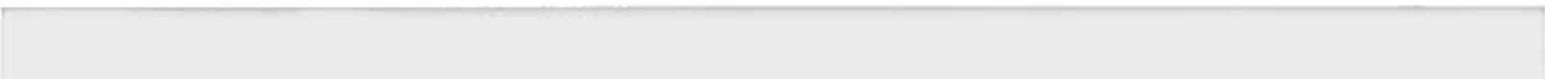
Thanks,
Seth Triezenberg
Executive Producer
Stitches Editorial
triezen@gmail.com
248 259 3380
1632 Seminole
Grand Rapids, MI 49506



Hannah Scout Dunaway
Grand Valley Film & Video Production
734-756-9073
dunawayh@mail.gvsu.edu
3716 Harrison Ave, Trenton MI 48183

Hello, my name is Hannah Scout Dunaway and I am a senior at Grand Valley State University studying Film & Video Production. I have been blessed with my education at GV, making fantastic connections in the industry, creating an award-winning narrative short film, and being taught by wonderful educators, many of whom are alumni themselves. Growing up, I remember hearing stories from my dad about the film productions in Detroit and driving by the studios on my way to softball practice. I've worked on countless productions while in film school, each finding a new way to capture Michigan's beauty. From filming on Silver Lake Sand Dunes, the streets of Grand Rapids, to the wilderness of the Upper Peninsula, I have found that my art has allowed me to showcase the amazing culture, businesses, and people Michigan is home to. Yet, I find myself at a loss when I look towards my future as a filmmaker in Michigan. I desperately wish to stay in my home state and build my life here, but that dream is not presently feasible with the current state of the film industry in Michigan. The film industry is highly competitive, and with the passing of House Bills 4907 and 4908, I and many other young creatives would have the opportunity to not only forge our path as filmmakers but also start our own families and keep up with the growing industry. I have witnessed firsthand the talent, passion, and creativity that flows through Michigan, and I have also listened and felt the struggle of finding a job to utilize those skills. A film I created while at Grand Valley recently won Open Projector Night in Grand Rapids, a festival dedicated to showcasing films either created in the state, about our state, or by Michiganders. The innovation, imagination, and skill displayed were unbelievable, and I am confident that is the case for Michigan creatives as a whole. I chose to attend Grand Valley because I wanted to stay in the state, and I hope to live in a Michigan where my career can thrive and benefit the state as a whole. I encourage our lawmakers today to make the choice that would allow me and many other recent graduates to build a career in our home and use our talent to showcase the state we love.

I and many other young creatives would have the opportunity to forge our paths in Michigan to not only start our careers, but families here too.



Nicholas Gewirtz

From: Nick Sapounas <nicksapounas42@gmail.com>
Sent: Monday, January 22, 2024 4:59 PM
To: Nicholas Gewirtz
Subject: I Support house bills 4907 4908

Hello, I'd like to make my support known for house bills 4907 and 4908 in favor of the multimedia work incentive for Michigan because I see large amount of positive effect, profit and work for many talented people of our state, minimizing talented and knowledgeable people leaving the state for other work and bringing in more media, film and entertainment jobs to Michigan. This is important and much needed, thank you for hearing me. Support 4907 and 4908!

Nicholas Sapounas
Live, Location, Studio & Post Sound Mixer
Mixing and Mastering Engineer
IATSE 38 Member
nicksapounas42@gmail.com
734-383-6245



Nicholas Gewirtz

From: Kyle Holst <Kyle.Holst@Hilton.com>
Sent: Monday, January 22, 2024 7:01 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: House Bill 4907 and 4908

Good afternoon Mr. Gewirtz,

I am writing today as a proud Michigander, Grand Rapidian, and General Manager of the Canopy by Hilton Grand Rapids Downtown. I wanted to express my support House Bills 4907 and 4908.

We need to be a state where production companies want to be when it comes to their craft. It will create vast business opportunities for our communities and will allow me to continue to employ our nearly 80 employees at the hotel. These bills, when passed, will only continue to impact our business in a positive light.

Let's work together to get these bills passed and put Michigan's film industry back in the limelight, create job opportunities, and spur economic growth.

Our business will directly benefit from these bills passing by allowing us to house the production team/cast/crew, when filming comes to Grand Rapids. I urge you to put your support behind these House Bills and move these forward while we still can.

Thank you for taking the time to read my plea for these House Bills and I hope to see good news about these bills very soon! I am more than happy to be able to meet to discuss these bills. I would like to invite you to a meeting with the Kent County Hospitality Association on February 15th at 3:30pm at our hotel. We are an association of hoteliers and you can speak with other hotel General Manager's who will tell you the same thing.

Kyle Holst

General Manager

canopy™ **GRAND RAPIDS
DOWNTOWN**

131 Ionia Ave SW
Grand Rapids, MI 49503
United States

Direct: +1 (616) 600 0124

www.canopygrandrapids.com

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Nicholas Gewirtz

From: Cheri Graham <beautyby_cheri@yahoo.com>
Sent: Monday, January 22, 2024 10:27 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: Support for House Bills 4907 and 4908

Dear To Whom It May Concern,

I hope this message finds you well. My name is Cheri Graham, and I am writing to you as a dedicated professional makeup artist, advocating for the revival of House Bills 4907 and 4908 in Michigan. I represent La Beautique Cheri and would like to express my full support for these bills, as they hold the potential to bring significant positive changes to both my industry and our community.

As a makeup artist, I have witnessed the transformative power of the arts and entertainment industry. House Bills 4907 and 4908 present an invaluable opportunity to boost our local economy by generating jobs and revenue. The impact of these bills goes beyond financial gains; it has the potential to create a thriving environment for professionals like myself and foster a sense of pride and community within our city.

I am particularly excited about the prospect of these bills benefiting aspiring individuals, especially college students pursuing careers in film and related fields. By bringing these opportunities back to Michigan, we enable young talents to chase their dreams without having to relocate, ultimately contributing to the growth and vibrancy of our artistic community.

If you require any further information or clarification, please do not hesitate to contact me. I appreciate your time and consideration on this matter and look forward to the positive changes these bills can bring to our beloved community.

Thank you for your attention.

Best Regards,

Cheri Graham

Makeup Artist La Beautique Cheri

313-788-0785 Beautyby_cheri@yahoo.com





Nicholas Gewirtz

From: J vk4 <jvk4@msn.com>
Sent: Tuesday, January 23, 2024 12:06 AM
To: Nicholas Gewirtz
Cc: haddads@haddadsinc.com; alexanderpage77@hotmail.com
Subject: support for House Bills 4907 and 4908

Jesse Lee VanderKodde
jvk4@msn.com
6162606728
300 10 Mile Rd NE Comstock Park, MI 49321

As an actor - I would like to state my support for House Bills 4907 and 4908.

I started out training and working as an actor in Los Angeles. Unfortunately, I went through a financial crisis shortly after starting out and felt at the time it was the right decision to leave and come back to Michigan.

Even though I was hurt, embarrassed, and ashamed of having to leave the way I did - when I came back to Michigan I felt I was well received and embraced in the entertainment industry here. So much so, that I have participated in local projects that I consider hands down to be some of my best artistic work and some of my highest paying opportunities.

And I believe supporting House Bills 4907 and 4908 will continue to give me and other actors like me - hope, in making the art of living out one's dreams - practical. And for those not in the arts and even opposed to the bill - they or their families or friends can still find mental/emotional entertainment, relief, connection, inspiration, or awareness - being able to enjoy the films and those moments, that these bills will inevitably create. And those changes - well those are incalculable.

That is why I am writing to offer my support for House Bills 4907 & 4908, as I believe it is in some small way, my way of being able to say thank you Michigan.

Jesse Lee VanderKodde



To Whom It May Concern,

My name is Taylor McKean and I am the co-founder and co-owner of Courtesy Flag Grip and Electric based in Fraser, Michigan. We are a Film and Television rental company specializing in electrical, specialty lighting, and camera support and have been around since 2019. We moved into our warehouse in Fraser during January of 2022 to a more convenient location for those looking to rent their necessary equipment on the east side of the Metro Detroit area. I pride myself on being one of the extremely few women working in the Grip and Electric department in the state, and especially in helping create this company while training new groups of talented individuals over the years. Personally, I have been working in the film industry for around 10 years and have seen the industry here in Michigan at its peak and at its lowest. We all love working in this beautiful state of ours and hope to continue to do so as years go on.

The last few years in our industry have been some of the hardest I've experienced. The unfortunate lack of jobs to share has been declining as the months progress, and every year has progressively gotten worse. Ten years ago, there was more than enough work to go around. Long term jobs were easy to come by, and there was no stress hoping for another phone call to come. In recent years, the jobs we mainly get calls for are few and far between. Work is now mainly commercial-based or small non-union independent films with only spare dollars to pay all the hardworking men and women who still want to work in a creative field. The easiest method would of course be to just relocate to one of the bigger film industry cities around the country – but with all the relationships we have built over the years with crew and clients alike, the last thing we want to do is leave. Michigan holds some of the most beautiful scenery in every season all over the state – perfect ideals of filming anything that comes to mind. However, with the lack of any film incentive, it makes sense that larger productions choose to film elsewhere, again and again leaving us with less and less work and watching more crew members move on to different states just to stay afloat.

With supporting House Bills 4907 and 4908, there's no disagreement that the jobs would return and let our crews get back to work. Jobs that pay proper wages with a steady workload will be once again easy to come by, and Michigan can return to being the most sought-after place to film. Bringing more work back here also helps support local businesses. Shopping local, eating local, and especially hiring local. Without this, I'm afraid more and more people in our industry will leave and find employment elsewhere. We want to keep movies in Michigan – not only as a rental company, but also as individuals who have worked so hard to keep this industry from failing.

Thank you,

Taylor McKean
Courtesy Flag Grip and Electric, LLC





ALMA COLLEGE

January 20, 2024

To Whom It May Concern:

I am writing to you as the Associate Professor and Chair of Communication and New Media Studies at Alma College to express my unwavering support for the Michigan Multimedia Digital Jobs Act - House Bills 4907 and 4908. This act represents a significant step forward in fostering a vibrant, creative, and technologically advanced economy in Michigan, a vision that aligns closely with the mission of Alma College.

In an era where revenues are rising in media production, Michigan must not fall behind in capturing the immense potential of the creative industries. The Multimedia Jobs Act is not just a legislative proposal. It is a leap forward in creating a robust and dynamic economy that resonates with the aspirations of so many of the young students I have the privilege of teaching.

At Alma College, we have witnessed firsthand the enthusiasm and talent our students exhibit in the realms of multimedia, digital arts, and technology. The act's emphasis on creating job opportunities while enhancing enrollment and retention is crucial for nurturing this talent.

The bills' focus on promoting diversity hiring, encouraging on-the-job training, and stimulating sustainable growth across various industries aligns with Alma's mission to provide inclusive and leadership-based education that prepares students for the demands of the workforce.

Additionally, the Multimedia Digital Jobs Act's commitment to being fiscally responsible, with a 10-year sunset clause, ensures that the growth it stimulates will be sustainable. This is essential for providing career opportunities for our graduates and for attracting young professionals to our state.

In conclusion, the passing of the Michigan Multimedia Digital Jobs Act is a necessary step towards realizing a more vibrant Michigan. It is an investment in our state's future. I urge you to consider profound impact this bill could have and to lend your support to this crucial piece of legislation.

Thank you for your time and consideration of this important issue.



ALMA COLLEGE

Sincerely,

Anthony Collamati
Chair and Associate Professor
Department of Communication and New Media Studies
Alma College
614 W Superior
Alma, MI 48801

Michigan Film Industry Association (MIFIA) Stands Firm in Support of the Michigan Multimedia Jobs Act

Thank you members of the House Economic Development & Small Business Committee for your time. On behalf of the Michigan Film Industry Association (MIFIA), I am expressing our enthusiastic **support for the Michigan Multimedia Jobs Act, specifically House Bills 4907 and 4908.**

Imagine stunning Michigan landscapes and vibrant cities showcased on screen, sparking viewers' interest in visiting those places in person.

The Detroit Lions' playoff run wasn't just a success on the field, it was an economic boom for the city. Over \$60 million surged through Detroit, filling hotels, restaurants, and stores with a wave of prosperity that extended far beyond the 65,000 lucky fans in the stands.

The economic impact of the Lions' winning season replicates what our industry brings to a state every time they produce a film, episodic or commercial. This legislation represents a crucial step toward reclaiming Michigan's rightful place as a thriving hub for film and multimedia production and the creative economy.

Currently, Michigan stands isolated in a landscape where **40 states and cities and over 100 programs globally** offer competitive film and multimedia incentives. This creates an unbalanced playing field, leaving Michigan unable to compete with its own neighbors. The Multimedia Jobs Act changes the game. The Multimedia Jobs Act will establish Michigan as not only a leader in the multimedia industry, but a hub for the creative economy ... THE PLACE to work, live and visit.

This **all new bi-partisan legislation** was built from the ground up to accomplish attainable goals. **The program creates jobs while prioritizing in-state labor and businesses, promotes diversity, minimizes Michigan's "brain drain," and boosts tourism.** It will also have a positive economic impact on many other industries, not just the film industry. One of the ways this legislation separates itself from other states is by including commercials, corporate videos and commercial photography.

The multimedia industry is experiencing global growth with film, television, streaming, and digital content leading the way. The Multimedia Jobs Act positions Michigan as a prime destination for these productions, creating thousands of new jobs in filmmaking, animation, post-production, and related fields. The anticipated **direct spending of \$300 million to \$500 million in the first year**, which grows to approximately **\$900 million to \$1.1 billion by year seven**, underscores the significant economic impact.

These jobs contribute to a ripple effect, **benefiting ancillary businesses such as hotels, restaurants, construction, security, and transportation.** The support network for the multimedia industry is extensive, bolstering small businesses and the local economy. On average, each film engages the services of 60 local vendors.



The Multimedia Jobs Act is more than just about job creation; it's about retaining and attracting talent. By fostering a vibrant multimedia ecosystem, the legislation **prevents the "Brain Drain"** and attracts skilled professionals and creative minds to Michigan. This influx of talent fuels innovation, entrepreneurship, and economic diversification. The Multimedia Jobs Act is a vital piece of growing the Michigan workforce and population.

The legislation becomes an extension of *Pure Michigan*, putting the state on the map for increased tourism. A flourishing multimedia scene showcases Michigan's beauty, diversity, and talent to the world. Iconic locations featured in movies, TV shows, and commercials contribute to a sense of pride and identity among residents. When Michiganders see a film that is supposed to take place in Michigan, they actually want to see that it was *Made in Michigan*. They don't want to see that it was filmed in states like Georgia or Illinois.

It is a transferable tax credit, so the credit stays in the state to benefit Michigan companies. Money is never issued by the State. The economic benefit from immediate spending takes place well before the credit is issued. The bill promotes steady and sustainable growth and the 10-year sunset establishes confidence in the program and allows ample time to build infrastructure and a solid crew base.

The bill is **financially responsible**. It begins with an initial credit cap of \$125 million for each of the first three years and includes modest increases in subsequent years. The bill also mandates the collection of comprehensive data for annual reports. Plus, a built-in redemption fee assessed on each project will help fund the Film and Digital Media Office.

The Michigan Multimedia Jobs Act is a fiscally responsible program that addresses our state's pressing economic need for growth as well as the need to keep and retain talent. The bill is **PRO JOBS, PRO ECONOMY and PRO MICHIGAN** and has the potential to, once again, elevate our state as a leader in Multimedia Production.

Michigan has a great story to tell. We just need the opportunity to tell it.

I thank the members of the House Economic Development & Small Business Committee for your time to hear about the Michigan Multimedia Jobs Act, specifically House Bills 4907 and 4908.

Sincerely,

Alexander Page
Board Member & Legislation Action Committee Chair
Michigan Film Industry Association (MiFIA)
117 E Kalamazoo St
Lansing, MI 48933
(517) 580 - 7710
mifia@mifia.org



Dear Chair, Vice Chairs and State Representatives

I was asked to speak at the Hearing in person, but I was recently hired on a limited series starring Kevin Hart in Atlanta, so I'm unable to attend. I give full permission to Mifia to use my interview that I did last year to stand as my testimony. I stand in support of House Bills 4907 and 4908. As mentioned in the interview, the year was 2009 and I was out of work for over a year because of the housing market crash. I wanted to go back to school for film, but it wasn't a high demand job in Michigan. The "No Worker Left Behind" program wouldn't cover the cost, so it became just a dream for me.

Later that year, I was in downtown Detroit and noticed a film set. Being naive, I decided to walk on set to find the Director so I could ask if school was needed to be a Director or to work in film. The movie was Red Dawn. Lucky for me I met the Sound Mixer, Kirk Francis, and that's where this journey began. He invited me to observe the set that day and I knew that this is what I wanted.

I returned the next day and I was introduced to Todd Havern. He put me to work as a Production Assistant that day and the rest is history.

I went to work on every big film that came to Michigan. My life changed overnight. I was working so frequently that I began to make more money than I was at my regular job. I was able to help my mom out more and do things for my daughter that I wasn't able to do before. During this time, a professional foundation was being laid for me to become the Assistant Director that I am now.

Todd Havern, the Assistant Director who hired me on Red Dawn, later moved away due to the lack of work in Michigan. One by one, I watched all the people I started with, move away due to the lack of work. As a single parent, I didn't have that option, so I stayed.

Fast forward to 2021, I realized I was close but I didn't have enough days to get in the union, so I called Todd Havern. He was living and working on a show in Texas and could offer the days I needed to get into the union as an Assistant Director, but I would have to leave Michigan. It wasn't an easy decision, but it was my only option. After I finished the job in Texas, I was able to qualify as an Assistant Director.

I then made the decision to move to Atlanta because the film and television industry was booming there. A friend of mine, who I started in Detroit with as a

Production Assistant named Bobby Thompson, was working as an Assistant Director out there. He introduced me to the movers and shakers in the industry and I've been working ever since in Atlanta.

The passing of the Multimedia Jobs Act would mean that I can come back home and be close to my mom and my other family members that I currently only see once every other year due to work. I've worked in Chicago, New Mexico, Baltimore, Texas, and Atlanta. All these places were missing one thing, my family.

I'm grateful to be working but I know I'm speaking for many of my peers when I say we all want to come back home and pay taxes in the state that made us.

Sincerely,

Sahir Rashid

lsahirrashid@gmail.com

313-415-2072

14628 Ohio
Detroit, MI 48238

Nicholas Gewirtz

From: Elizabeth Alexander <lgalex@comcast.net>
Sent: Saturday, January 27, 2024 3:56 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com
Subject: Michigan film incentive

Dear Mr. Gewirtz,

My son has worked in the media and film industry in Michigan. He is taking a break for now due to the difficulty in maintaining a steady income. I'm reaching out to you to encourage your support of bills HBs 4907 and 4908. If signed into law, these bills will have a tremendous economic impact on career and jobs opportunities for my son and his colleagues. Many of them have already left Michigan to pursue careers in Atlanta, LA, New York, etc. because of greater opportunities for work in other states. My son traveled regularly for his job, often shooting commercials for Michigan companies (Carhartt, GM, Ford, to name a few) in other states. The bills would also provide beneficial economic impact for many small and large businesses in Michigan.

I've seen firsthand how incentives and credits directly stimulate Michigan's economy and growth. Not only do the film projects that come to Michigan supply good wages to industry professionals, but they also impact many other areas of our economy. The industry employs carpenters, painters, electricians, construction workers, security guards, caterers, car rental companies, real estate, hotels, and restaurants, to name some examples.

There is a good reason why most other states and have film incentives: they work. The majority of film industry projects originate from out of state. Producers spend billions of dollars annually to create the film, TV, and commercials we all consume. It is impossible to attract these kinds of projects at scale without a film incentive.

The film industry creates employment opportunities that pay life-sustaining wages and benefits. Research shows that the average film worker earns between \$60,000 and \$75,000 per year. Just because most skilled and unskilled jobs in our industry are project-based and not full-time does not diminish this significant annual salary average.

The industry creates good-paying jobs for talented, creative, and hard-working individuals. This is especially true of our young people who often graduate and leave Michigan for other states where they can find rewarding employment.

I understand that the previous iteration of the film incentives had its problems. This incentive was well-researched to incorporate best practices from other successful film incentives around the country.

Finally, like no other industry, the film industry can create "buzz." Seeing our beautiful state portrayed in interesting and exciting ways can grow the cultural capital that attracts and retains talent to move Michigan forward.

Please help us to move these bills along to create jobs, stimulate economic activity, and attract and retain creative talent in our great state.

Thank you for taking the time to consider my views on HBs 4907 and 4908.

Yours sincerely,

Elizabeth Alexander
1832 Argosy Ct.
Bloomfield Township, Michigan, 48302, United States

Sent from my iPad

Nicholas Gewirtz

From: Jesse Cecchini <jessececchini@yahoo.com>
Sent: Wednesday, January 31, 2024 3:03 PM
To: Nicholas Gewirtz
Subject: House bills 4907 & 4908 Mutimedia Jobs Act support

Please support the Michigan Mutimedia Jobs Act to bring the work back to our state.

I had been forced to pursue work in other parts of the country after we lost the jobs in Michigan once the previous film incentive was gone.

Starting in 2008, I and many other crew members were given an opportunity to a great career path that was available in our home state and available to other crew members that found a home in Michigan because of the availability of work that was offered.

We would like to be able to have that opportunity again and to also give the same opportunity to younger generations that are trying to find a career path in the future. We had built up great, experienced workers that could crew up many jobs at once with great local workers and other workers who were interested making Michigan their home with the availability of work.

The Mutimedia Jobs Act would be great for the state of Michigan and a good opportunity to return to making films and TV shows like we did in the past.

Thank you,

Jesse Cecchini

jessececchini@yahoo.com

14200 Polk St.
Unit 7
Sylmar, CA 91342

(586) 675-4345



Nicholas Gewirtz

From: Tom Greenberg <tom.g@bcell.com>
Sent: Wednesday, January 31, 2024 5:57 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: House Bills 4907 and 4908

Tom Greenberg
Braincell Camera
1600 Chicago Dr. SW
Wyoming, MI 49519
Ph: 248-980-6482
E: Tom.g@bcell.com

To whom it may concern -

My name is Tom Greenberg, and I am the owner of Braincell Camera in Wyoming, MI, a suburb of Grand Rapids.

Braincell Camera is a brick and mortar equipment rental company which supplies high end cinema camera equipment to movie and television crews, film and video production companies, corporate communications departments, higher education, and broadcasters. The bulk of our business comes from companies (and freelance individuals) producing commercials, corporate marketing content, branded content, independent films, documentaries and reality television programming in the West Michigan region.

Braincell has been in business for 10 years, and employs 5 people (in addition to myself). All of my employees are in their 20's, and are graduates of film and media programs from various colleges in Michigan. My employees are universally bright, creative, passionate and motivated. They are incredibly hardworking and dedicated. They are just entering that period of their lives where they marry, buy houses, pay taxes and otherwise contribute greatly to our local economy. They were all born and raised in Michigan and want to stay here to work. It would be a shame to lose such desirable Michigan citizens to some other state, just because the job opportunities in their chosen field (film and media) are better elsewhere.

I have been active in the film and video business in Michigan for over 40 years...since the early 1980's...as an employee, an employer and an educator. During that time, I have seen hundreds (if not thousands) of some of the most creative people I know, leave Michigan permanently for greener pastures and better career opportunities. We need House Bills 4907 and 4908 (Michigan Multimedia Jobs Act) to help retain this creative talent, promote and support Michigan media businesses like mine, provide training and job opportunities for our youth and labor force, and build the Michigan economy of the future together.

This legislation should not be a political issue, it is an economic issue. It is not red or blue...it's green! We all consume lots of content, and the demand for more is growing rapidly. Michigan should be the place where this content gets made! I fully support the goals of MIFiA and this legislation, and believe that the State of Michigan will benefit hugely from the passage of House Bills 4907 and 4908.

Best regards,
Tom Greenberg



Nicholas Gewirtz

From: Marty Peters <marty@ozonesound.com>
Sent: Thursday, February 1, 2024 12:00 PM
To: Nicholas Gewirtz
Cc: Alexander Page; haddads@haddadsinc.com
Subject: Support for House Bills 4907 and 4908

Importance: High

Hello,

My name is Marty Peters, I am the Co-Founder/CEO | CCO & Artist with Ozone Music & Sound in Southfield.

I support House Bills 4907 and 4908

Ozone Music & Sound has been in business for over 20 years, since 2003, providing Creative Audio and Postproduction Sound Services to the Film, Television, Marketing, Gaming, and Record Industries.

In the earlier years, we had worked on some indy and studio films on occasion, but in 2008/09, when the first film incentive was in full swing, ABC Network television was producing Detroit 187. I had read about them gearing up to come to Detroit, so, I researched and found out who the Sound Supervisor was and reached out to let them know that Ozone Music & Sound would be a great place for them to work on Postproduction Sound while here in Detroit. Fortunately, a producer of the show called and came to meet with us, they hired us to be the Automated Dialogue Replacement or ADR facility for the show, partnering with ABC, and Technicolor studios. That began a relationship with Hollywood and the global film and television industry for my company that is still going strong today. We've been fortunate to have established our name in the shared contacts of Industry as the place to go when ADR'ing in Detroit. Since then we have had the opportunity to work on Film and TV shows on average a couple times a month. In a state without a film incentive. Just before the holidays we worked on the Paramount film "Mean Girls" and as I write to you today we are setting up for a session with Netflix UK this afternoon, right here in Southfield. For my company Ozone Music & Sound, a Michigan Film incentive was, and will be, key to continued business development and growth.

Thank you,

- Marty

Martin V. Peters (*he/him*)
Co-Founder/CEO | CCO | Artist
OZONE MUSIC & SOUND

o. +1.248.298.2858 ext. 301
ozonesound.com
24293 Telegraph Rd.
#220 (Northwest Lobby)
Southfield, MI 48033

Certified MBE



Nicholas Gewirtz

From: Larry Stock <larry@ismarketingservices.com>
Sent: Thursday, February 1, 2024 12:21 PM
To: alexanderpage77@hotmail.com; Nicholas Gewirtz; haddads@haddadsinc.com
Cc: Amer Made
Subject: We Support House Bills 4907 and 4908

Dear Mr. Gewirtz,

I am writing to you today to express our support for House Bill 4907 & House Bill 4908. We support these bills for many reasons both concerning my industry (marketing) & all the hard-working people who invested so much time & money into creating a viable film infrastructure here in our great State of Michigan. When the film incentives were in place, I was able to see so many businesses flourish and grow. We had our younger generation excited to stay here in Michigan & learn the craft. However, when Former Governor Snyder cut the incentives, I witnessed hundreds of Michigan film industry employees scrambling to leave Michigan and move to a state that values their special talents & crafts. I watched as Georgia's economy skyrocketed after the mass exodus of Michigan Film Industry employees mainly settled there. I then heard the feedback from film industry workers wondering why they were filming in the 100+ degree/humid summers of Georgia when Michigan had a much more diverse & friendly climate, plus the stunning natural beauty of some of the locations that were used in other Michigan-made films.

I humbly ask you to support & help move these House Bills through as quickly as possible, so that we can start bringing back our youth & giving them an industry to be proud to work in. ***There are so many different businesses that would prosper if we had the incentives reinstated***

Thank you for your support

Larry Stock
President
In Stock Marketing Services, LLC
34017 Schoolcraft Rd.
Livonia, Michigan 48150
(734) 855-4271 office
(734) 215-1385 fax
larry@ismarketingservices.com
<https://www.facebook.com/instockmarketing>

In Stock Marketing

It's simply.....better business!!!





Nicholas Gewirtz

From: Barton Bund <barton.bund@gmail.com>
Sent: Thursday, February 1, 2024 4:33 PM
To: Nicholas Gewirtz; haddads@haddadsinc.com; Alexander Page
Subject: Letter of Support

To whom it may concern,

I am writing to express my enthusiastic support for House Bills 4907 and 4908. The Michigan Multimedia Jobs Act will bring good-paying jobs to Michiganders, and economic stimulus to our communities. My full testimony is written below.

Barton Bund
SAG-AFTRA and the City of Ypsilanti
barton.bund@gmail.com
734.657.4290
825 Fountain St.
Ann Arbor, MI 48103

Testimony:

Between 2009 and 2016, I had the best years of my professional life. I was an actor living in Ypsilanti, Michigan. I appeared in *Low Winter Sun* from AMC and *Batman v. Superman: Dawn of Justice*. Work was going so well, I opened a small studio in Ypsi and started coaching fellow actors for auditions. Meanwhile, I watched as Ypsilanti itself was transforming. Hilary Swank would be shooting a scene at Sidetrack. Historic Michigan Avenue became a perfect backdrop for other films. Local caterers, shops, dozens of local vendors would be involved, and making great money. Local talent was hired to play in featured roles.

I asked my agent, Productions Plus Detroit, how many people worked on this or that production. One series had 175 local performers in featured roles. Lives were transformed, and careers were made. We were theatre actors, and suddenly we're auditioning for George Clooney. If we were in LA, we would never get opportunities like these. One day on *Batman v. Superman*, we had watched as the brand-new Wonder Woman armored suit was unveiled. I couldn't believe I was there in the room to see it. We were prepping a scene on the same stage in Pontiac. Our set had a bunch of computer panels, and the crew had trouble getting it to work. A background performer playing a soldier stepped up. Turns out, he was the real thing. He said "I was an electrician in Afghanistan. Can I help?" He switched the wires, got it working, and we were ready to roll camera. This man, who survived a war, now he's in a Superman movie. What a dream! And he's using his skills acquired in the military for a studio film here in Michigan. This is just one example among many of how local people became integral in major media production. And we all still get a check from *Batman v. Superman*. It was a joy to work on. And transformative.

Shakespeare said "I never did repent for doing good, nor shall not now." You have the opportunity to do genuine good for Michigan, and for the people in your communities. For young people, with or without a college degree. These are good jobs, Union jobs. Our talent stays in Michigan. You shall not regret it. I implore you to support these bills and restore Michigan's Film Industry.

--

Barton Bund

Nicholas Gewirtz

From: Nick Vlassopoulos <nickvlass@yahoo.com>
Sent: Sunday, February 4, 2024 1:15 PM
To: Nicholas Gewirtz
Cc: alexanderpage77@hotmail.com; haddads@haddadsinc.com
Subject: Support for House Bills 4907 and 4908

Hello,

My name is Nick Vlassopoulos. Local actor/producer in metro Detroit. I support bringing back a film incentive to the state of Michigan and house bills 4907 and 4908. Spent 12 years working in the industry in Los Angeles and moved back to Michigan during the last incentive. I believe it will bring more filmmakers back to the area and keep up and coming filmmakers from leaving the state. Creating local jobs and boosting the economy.

Best
Nick Vlassopoulos
12977 Michael dr.
Shelby township Mi 48315
818 653 0825 cell



Honorable Rep. Hoskins
Michigan House Economic Development and Small Business Committee

February 5, 2024

Dear Representative Hoskins and Committee Members,

The TICOM Board reviewed HB 4907 and HB 4908 regarding film tax credits, and we are offering our support for their passage.

Specifically, we feel the tax credits will help many of our 60+ diverse members statewide and anticipate several of our members (and many of their member businesses) will receive economic benefits from the tax credits and from the immediate spending that takes place well before the credit is issued.

Thank you for noting our support of these bills.

Larisa Draves, CMP
Executive Director
Tourism Industry Coalition of Michigan (TICOM)

PO Box 403, Stanwood, MI 49346

Phone: 231-823-0015

www.mitourismcoalition.org

mitourismcoalition@gmail.com

