



# MULTIMEDIA JOBS ACT

SBs 438 & 439 | HBs 4907 & 4908

## Pro Jobs. Pro Economy. Pro Michigan.

Builds creative and tech-related industries to attract new jobs and talent



**1 Film = 60 Vendors** avg.

Including restaurant, lodging, construction, fashion, design & more

Sustainable, transferable tax credit. **Not a rebate**

Tax credits stay in Michigan and benefit Michigan companies.



An Applicant must produce Qualified Productions, own the copyright to the production during the production period, or is authorized by the copyright holder or person(s) who owns the copyright for the production's duration.

## Funds are structured better for local business

Local rentals, local facilities & local workers



Job-creation & talent retention legislation



**\$1.25 - \$3.50** average for each \$1

Varies by state depending on incentive program

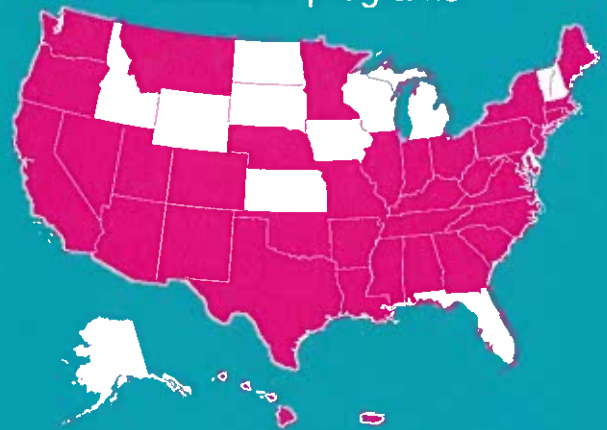
**UP TO 35%** Incentives for in-state hires.

**UP TO 35%** Incentives for qualified Michigan vendors

January 2024

# 40+

State and cities have incentive programs



Puerto Rico, U.S. Virgin Islands & Washington, D.C., have them too.

## The Basics

**\$300K min. qualified spend for feature films and TV shows**

\*per year

Years 1-3:	\$100M
Years 4-6:	\$150M
Years 7-10:	\$200M

**\$50K min. qualified spend for commercials, commercial photography & short films**

\*per year

Years 1-3:	\$25M
Years 4-6:	\$50M
Years 7-10:	\$75M

Unused funds roll over into proceeding year

Bipartisan support in **State House & Senate**





# Michigan Multimedia Jobs Act Legislation

SBs 438 & 439 | HBs 4907 & 4908

The Michigan Multimedia Jobs Act legislation that the Michigan Film Industry Association supports is a jobs bill addressing our state's pressing economic needs.

## Key Components of the Legislation

- Anticipating approximately \$300 million to \$500 million in direct spend in the first year of the Act
- The legislation favors Michigan labor  
Up to 35% for Michigan labor, 25% for out-of-state labor
- Includes on-camera actors, actresses and voice-over talent  
Below and above the line labor
- A robust multimedia industry directly impacts small businesses with economic activity where the film shoots and otherwise would not exist
- Helps grow the Creative and Tech sectors in MI
- A 25% credit for Michigan-based goods and services expenses and an extra 5% if an inclusion of "Filmed in Michigan," "Pure Michigan," "Michigan Film Industry Association" and "Michigan Film & Digital Media Office" logos in the film credits
- An extra 5% credit for qualified personnel expenditures on minority persons, women, veterans or disabled personnel or on hired Certified Business for Minorities, Women, Veterans or Persons with Disabilities Owned Qualified Michigan Vendors.
- An extra 5% credit for Advertising Commercials, Corporate Videos and Commercial Photography that use an approved Film Office Alternative Marketing Opportunity.
- 10% of the Qualified Probationary Michigan Vendor Expenditures for vendors in Michigan for less than 6 months
- Minimum spend of \$300K per project, 20 minutes or longer, to qualify for the credits  
Minimum spend of \$50K per project, under 20 minutes, or commercial photography to qualify for credits



- \$100 million in the first 3 years of the program  
\$150 million credit cap in each of the next 3 years of the program  
\$200 million credit cap in each of the last 4 years of the program
- Rollover of unused credits can be applied to the proceeding year's credit cap
- Excludes the amount of compensation in excess of \$500K per person per project
- Monitors activity throughout the project and quick and easy application process
- An Applicant must produce Qualified Productions, own the copyright to the production during the production period, or is authorized by the copyright holder or person(s) who owns the copyright for the production's duration

### **The Second Tier (under 20 min commercial advertising, content & short films)**

- Commercial advertising, corporate content, commercial photography, short film component has separate funding bucket
- Minimum spend of \$50K per project under 20 minutes or commercial photography to qualify for the credits
- \$25 million credit cap in the first 3 years of the program  
\$50 million credit cap in each of the next 3 years of the program  
\$75 million credit cap in each of the last 4 years of the program

### **Why Fund Commercials, Short Films & Content Projects?**

- The commercial incentive supports the larger feature film & TV incentive
- Trains the technical workforce for positions in feature & TV work
- Grows infrastructure for all areas of production and post production
- Commercials and content projects hire a greater percentage of local labor and more likely to rent equipment and hire services locally because it's more economical for budgets. Commercial and corporate videos typically pay better wages.

### **Why Now?**

- Currently, Michigan has a surplus budget
- Streaming services and consumption created a dramatic increase in demand for content. This, in turn, has increased the demand for advertising content that supports it
- Nearly 40 states and municipalities compete for the multi-billion dollar multimedia industry business while Michigan misses an opportunity
- Recently, a number of states extended and increased their incentives
- A thriving multimedia industry boosts tourism. Michigan is a beautiful state, rich in natural resources, making it a desirable location for narrative storytellers to film their projects



- The Michigan Multimedia Jobs Act expands the tax base thereby benefiting all state taxpayers
- A stable and growing multimedia industry attracts and retains talent
- College graduates have a welcome option of staying in state to pursue their careers
- Tax revenue flows into the state well before credits are issued (approx. 1-3 years following the completion of production)
- Michigan has been a strong multimedia production market for decades. The foundation is here; we just need to develop and maintain the market

### **Closing Loopholes (fixing the past abuses of the old film incentive program)**

- The new legislation does not retool the old film incentive program. The bills are built from the ground up and based on research from other states' successful multimedia investment programs.
- Designed for growth and sustainability
- 10-year sunset and a credit cap that grows modestly every 3 years of the program
- Safeguards in place to prevent pass-through abuse
- To qualify as a Michigan vendor:
  - » In business 6 months prior to being qualified
  - » If selling or renting equipment, must have inventory or rental equipment on site and have at least 1 full-time employee
  - » Possess a brick-and-mortar building
- The program monitors activity throughout the project and has a quick and easy application process
- An independent licensed MI CPA is required with a signed affidavit verifying qualified expenses
- No credits for sound stage development
- No credits for educational film programs
- No credits for 10-year \$15M low-interest loans
- No credits for broadcasting sporting events
- No credits for infomercials
- Not a Hollywood handout. Tax credits stay in Michigan
- Not a rebate and does not flow out of the general fund
- Tax credits offset a tax balance due whereas a rebate or grant is drawn from a fund
- A transferable tax credit guarantees credits back into the Michigan economy through re-investment
- Project cap is 20% of the annual cap at the time of application
- A redemption fee equal to 1% of the credit claimed to help fund the Michigan Film & Digital Media Office





## New Multimedia Jobs Act

A Transferable/Non Refundable Tax Credit (MI jobs bill)

Qualified Credits are issued to an applicant in the form of a tax credit voucher which can be applied to a Michigan tax liability. In the case where an applicant has no MI tax liability, it's transferable once to up to 10 assignees within one year from the credit being issued (allows credit to be sold via a broker, typically at a discount of 80-90 cents on the dollar to MI-based companies). Credits are issued typically 1-3 years following completion of production. **Incentivizes more investment in Michigan. The credit doesn't leave state. This allows Michigan to receive both the economic impact in the state as well as collect the taxes on those expenditures before a tax credit is issued.**

For projects 20 min or longer, a modest yearly cap that grows every 3 yrs over a 10-year period.

**Ensures growth and sustainability**

- 100 million in the first 3 yrs
- 150 million in the next 3 yrs
- 200 million in the remaining 4 yrs
- Roll-over unissued credits apply to the proceeding year

A \$300,000 minimum spend for 20 min and longer projects.

Excludes the amount of compensation in excess of \$500K per person per project.

(Producers, A-list actors, directors fees). **Controls big payouts. Spreads more available credits to other productions.**

The legislation favors Michigan labor.  
Up to 35% for Michigan labor, 25% for out-of-state labor.

## Old Film Incentive

A Refundable Tax Credit

This was a rebate. A check was issued for qualified expenses after completion of accounting for the production and taxes filed. The distinction was unclear between a tax credit and a rebate. Taxpayer money was issued from the state's General Fund as a tax rebate. The State raised taxes to pay for all the State tax credit programs, including film.

No cap and no sunset at the onset of the bill. Modifications were made in 2013 to the program. Yearly diminishing caps and a sunset established and intended to end the program.

\$50,000 minimum spend. Incentivized smaller productions that resulted in lower returns.

\$2 million salary cap. Heavily criticized as a "Hollywood handout".

40%-42% credit for all qualified expenses (depending on the zone for production).







## New Multimedia Jobs Act

30% credit for qualified expenditures (with "Filmed in Michigan," "Pure Michigan," "Michigan Film Industry Association" and "Michigan Film & Digital Media Office" logos, or for Advertising Commercials, Corporate Videos and Commercial Photography that use an approved Film Office Alternative Marketing Opportunity) otherwise 25% credit. Ensures advertisement for our state.

An under 20-minute commercial advertising, commercial photography, corporate video, and short film component is included with its own funding bucket. Commercial advertising is a very stable industry that has growth potential. Viable training ground for multimedia workers providing high paying jobs. Spends a high volume of money on local businesses, labor and goods.

Post-production is qualified if the min. qualified spend for filming in state are met. Support of another emerging technological industry. Promotes brick-and-mortar infrastructure growth.

Michigan independent certified CPA and a sworn affidavit of accounting is mandatory. Guarantees accountability and more Michigan-based employment growth.

Film educational programs not qualified. Unnecessary taxpayer expense and would otherwise already exist. Market will dictate adding to the bill in the future.

Development of sound stages does not qualify. Past abuses avoided.

Streamlined application process. Application fee for under 20 minutes/commercial photography is \$1000 and for 20 minutes and longer a fee of \$2,000.

Encourages applicants to apply to the program and offsets the Film Office's administrative costs.



## Old Film Incentive

Required logo filmed in Michigan.

No commercial or under 20-minute component.

Post-production was included.

Same requirement \*\*(if requested by Treasury)

Yes, education program was funded to some abuse. Lacked vetting and oversight.

Yes, development of stages was funded and abused in several cases. Taxpayers left with the tab. Motion Picture Studios, Allen Park Stages.

Confusing. Application fee was \$100.



## New Multimedia Jobs Act

Provision to ensure against pass-through abuses and improved general accountability

- Be in business 6 months prior to being qualified
- If selling or renting equipment, must have inventory or rental equipment on site and have at least 1 full-time employee
- Possess a brick-and-mortar building

Proposed as 2 bills. Streamlined, clearer for the applicant and more easily administered.

Focuses only on production spend in the state to build the industry. Not in the business of financing films, development of educational training, or using government resources for free.

## Old Film Incentive

Many loop holes and abuses of pass-through businesses. Vendor payment issues were prevalent. Insufficient oversight.

Spread out over 14 bills to understand how the program works.

HB-5841 - HB-5842 - SB-1170 - HB-5844

SB-1173 - SB-1174 - HB-5848 - SB-1176

SB-1177 - SB-1178 - HB-5852 - HB-5853

HB-5854 - HB-5855 - SB 1183

- Job-training/educational credits
- Expansion of the Michigan Economic Growth Authority credits
- Low-interest loans (10-year loans up to \$15M per project)
- Free use of various premises and/or equipment controlled by the State and/or local units of government (including school districts).



# Supporters



BLACKPIGEON



Detroit Stage Employees Union



FMA





# Supporters



Sarovsky



# Supporters of the Michigan Multimedia Jobs Act Legislation

In anticipation of the upcoming hearings before the House Economic Development and Small Business Committee in Michigan, a diverse group of individuals stepped forward to voice their support for the Multimedia Jobs Act Bills. These bills, aimed at fostering growth and innovation in the state's multimedia industry, have garnered backing from professionals spanning various sectors within the creative economy.

From educators and filmmakers to producers and business leaders, the following list showcases the collective endorsement of these bills by a broad spectrum of stakeholders. Their letters of support not only underscore the importance of the proposed legislation but also highlight the unity and commitment of Michigan's creative community towards advancing opportunities and driving economic development within the state.

**Alexander Page**, Legislative Chairman, MiFIA

**Amanda A. Page**, President, ShowRunner Studios

**Anthony Collamati**, Chair and Associate Professor, Alma College

**Ben Blau**, Assistant Professor of Practice and Advisor, Lawrence Technological  
University

**Bill Latka**, Executive Producer, Rivet Entertainment

**Brendan Kredell**, Associate Professor & Director of Film Studies and Production,  
Oakland University

**Bret Miller**, Producer, DYNMC Films

**Cathy Miller**, parent

**Cathy Thomas**, Casting Director Location Scout & Location Manager

**Cheri Graham**, Makeup Artist, La Beautique Cheri

**Chris Stilwell**, Owner, MitiSafe Consulting

**Clark Birchmeier**, Director

**Dale Dobson**, Actor

**David Lowing**, CEO, Lowing Light and Grip

**David Haddad**, President, Haddad's Inc

**David Rumble**, Filmmaker

**Deb Havens**, Traveling Moon Productions

**Diane Stratton**, President, Stratton Camera

**Douglas Schulze**, President & CEO, Motion Picture Institute of Michigan

**Eddie Rubin**, Optimistic Pictures, LLC

**Elsa Pontbrian**, Co-founder and Digital Producer, Mountain Media House

**Eric Wydra**, President, SAG-AFTRA

**Geofrey George**, Cinematographer

**Hannah Scout Dunaway**, Student, Grand Valley

**Heather Polinsky**, Professor and Director, Central Michigan University

**Jan VanDerziel**, Michigan Senior

**Jason Toffolo**, President, Performance Line Tool Center

**Jesse Lee VanderKodde**, Actor

**Jessica Westra**, President, IATSE 26

**Joe Elrom**, RDH, Broadcast, Media, and Film Equipment

**Joel Potrykus**, Asst. Professor, Grand Valley State University

**Joseff VanHorn**, Owner, YoChef's Catering Company

**Joseph E. Miller**, Business Representative, IATSE Local 38

**Josh Mackey**, Independent Filmmaker

**Josh Sikkema**, Film Director/Producer, Black Pigeon Studios

**Justin Menkveld**, Founder & CEO Calder Solutions

**Kurt Kulas**, HOP North America - WPP | Ford

**Kyle Holst**, General Manager, Canopy Hotel Grand Rapids

**Larisa Draves**, Executive Director, Tourism Coalition of Michigan

**Larry August**, Producer and Director

**Larry Haggart**, President, Men's Club of Grosse Pointe

**Lawrence Lamont**, Director and Screenwriter

**Mark Adler**, Director, Michigan Production Alliance

**Mark Brucki**, Associate VP, Economic Development, Lawrence Technological University

**Mark Egmon**, Cast & Crew Entertainment Payroll and Business Service Provider

**Mimi Anagli**, Cinematographer & 1st AC

**Paul A. Glantz**, Cofounder, EMAGINE ENTERTAINMENT

**Peter Klein**, Owner, Peter Klein Cinematography Inc.

**Sahir Rashid**, Assistant Director

**Samuel Sanders**, Lowing Studios

**Seth Triezenberg**, Executive Producer, Stitches Editorial

**Sloan Inns**, Co-Founder, Salt Productions

**Taylor McKean**, Co-owner of Courtesy Flag Grip and Electric

**Tarek M. Sobh**, President, Lawrence Technological University

**Tayion Williams**, Student, Oakland University

**Tom Greenberg**, Owner, Braincell Camera

**Tony Raleigh**, Qumulo

**Trevor Rios**, IATSE Local 600

**Victor Lord**, Exec. Producer, DYNMC Films

**William Eichler**, Director of Photography

**William Miller**, President, Calder Solutions

**Yvette Campbell**, Production Travel and Hotel Coordinator





To Whom It May Concern:

We are writing to inform you about the importance of the Multimedia Jobs Act. The International Alliance of Theatrical Stage Employees, Motion Picture Technicians, Artists & Allied Crafts of the United States, its Territories, & Canada (IATSE) already knows of the amazing economic impact such legislation could bring and on behalf of our 116 members with membership growing each month along with 400 referents working our list we implore you to consider its passage.

With more film and commercial work here in our state workers will improve their quality of life. Many would build retirement and gain healthcare when they may not have qualified previously as our benefits tie directly to how much and how often we are working. We have seen from years past when such work was happening in our jurisdiction how more people were working than ever making a living where they could put money aside instead of living paycheck to paycheck. Where restaurants and hotels were full, laundromats and dry cleaners were busy, lumber yards ran out of stock and communities ran out of people because there was not enough to meet the demand these projects brought to our small towns. A single month saw \$30,000 budgeted for use of copy paper and a machine on one project filmed here in Grand Rapids. Many projects rent office space, furniture, and vehicles among other things.

We know how far reaching these jobs expand outside of our own entertainment industry boundaries, yet we are all part of the fabric woven through many businesses and communities impacted by film and multimedia not just here in West Michigan but throughout the entire state. Please bring the State of Michigan back into consideration for these future generations to benefit for years to come.

Respectfully,

Jessica Westra  
President  
IATSE Local 26  
West Michigan Stagehands

**931 Bridge St NW  
Grand Rapids MI 49504-5537  
Telephone (616) 742-5526  
Fax (616) 742-1088**



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

Dear Legislators:

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.

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

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 #Im incentive that just passed. It was the best decision I've made in my career.

Film productions of all sizes were \$ocking to our state. I quickly got a job in the camera department on a studio #Im 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 #Im projects, commercials, industrial #Im, and music videos for everyone from local Michigan companies to Detroit #Immakers and big studios. Me and my young colleagues were possible brain drain statistic that \$ipped the script, stayed in Michigan, bought and renovated property in Detroit, and built a life here. I saw #rst 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, Net\$ix, 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 #Im community \$ourishing 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

Cinematographer

[geof@geofgeorgedp.com](mailto:geof@geofgeorgedp.com)

248-535-4414

4300 Brandywyne Dr, Troy MI 48098



Dear Legislators:

I'm 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, SAG-AFTRA President  
Eric.wydra@gmail.com  
248-914-0007  
1806 Pierce Street Birmingham, MI 48009

Dear Legislators:

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.

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

Dear Legislators,

It is with great pleasure and trepidation that 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 the same time I was graduating from 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.

Eddie Rubin  
Optimistic Pictures, LLC  
[Eddie@optimisticpics.com](mailto:Eddie@optimisticpics.com)  
248.631.8162  
4150 Southmoor In  
West Bloomfield MI 48323

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 the state after receiving their education. Many of these individuals relocated to film incentive friendly states such as Georgia.

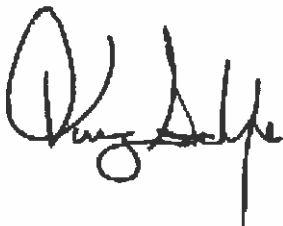
Without question the film tax incentive would help keep hundreds of Michigan area residents in state after graduation where they could purchase homes, raise families and send their children to Michigan area film schools. Please reinstate film incentives for the future of Michigan artisans.

Regards;

Douglas Schulze,

President & CEO/ MPI of Michigan Inc.

[www.motionpicture.edu](http://www.motionpicture.edu)

A handwritten signature in black ink, appearing to read "Douglas Schulze". The signature is stylized with a large initial "D" and a long, sweeping underline.

Dear Legislators,

My name is David Haddad and I am the owner of Haddad's Inc.

Haddad's has rented trucks and trailers 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



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,

David Lowing  
President/Gaffer  
Lowing Light & Grip  
Office 1-616-530-7440  
Cell 1-616-437-4075  
Fax 616-249-8947  
iphone docdav1@mac.com  
dave@lowinglight.com



Dear Legislators,

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

Contact info:

Dale Dobson

daledobson@icloud.com

248-807-4876

973 Abbey Lane, Milford MI 48381

Hello,

My name is Clark Birchmeier. I was born, raised, and graduated college all in the great state of Michigan. In 2009, after receiving my Bachelor's Degree in Broadcasting and Cinematic Arts, I got into the booming film industry brought to Michigan by an aggressive film incentive. I was so happy that I could live out my dream of working in film production without having to leave the state, and going to Los Angeles, like so many before me had to do.

The Michigan film incentive that was in place at the time between 2008-2014, created a great business opportunity for me to become a union IATSE Digital Imaging Technician, which is a very tech-oriented position on-set within the camera department. I had companies from all over the world contacting me to make sure their digital cinema files were safe, color and exposure accurate, and prepared for post production.

Unfortunately, when the original Michigan film incentive was removed, it was just a matter of time until the business dried up and I had to take my business and tax dollars to the state of Georgia. I held on as long as I possibly could, but I've now been living and working in Georgia for five years. If Michigan can pass the Multimedia Jobs Act, I would be determined to return to the state of Michigan to raise my family, and make sure all my tax dollars stay in the state of Michigan. This is a huge opportunity for revenue for Michigan, and should not be overlooked, because if this can pass, you will see droves of talent and money return to the state we all love and appreciate. The MMJA needs to pass if it wants to retain young talent, increase tax dollars, and create a much larger thriving economy.

If you'd like to take a moment, you can learn more about me and my achievements on imdb: [imdb: imdb.me/clarkbirchmeier](https://www.imdb.com/name/nm1023114/)

Thank you very much for your time.

Very Respectfully,

Clark Birchmeier

Dear Legislators,

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](mailto:Beautyby_cheri@yahoo.com)

Dear Legislators:

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 Lake Ridge Dr. , Ypsilanti, Mi. 48197.



Dear Legislators,

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



At Calder Solutions, we fully support the Michigan Multimedia Digital Jobs Act.

This legislation has been introduced in the Michigan Senate as SB 438 and SB 439 and in the Michigan House as HB 4907 and HB 4908.

Thank you,

**Justin Menkfeld John C Tegner** Found & CEO President c: 616.446.7257 c: 616.446.2614  
justin@caldersolutions.com john.tegner@caldersolutions.com

A handwritten signature in black ink, appearing to read "JM" or similar initials, followed by a long horizontal stroke.

caldersolutions.com  
6326 E. Fulton Street Ada, Michigan, 49301 USA

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

**Michigan House of Representatives**  
**Economic Development and Small Business Standing Committee**

---

To: Members of the House Economic Development and Small Business Committee Chair:  
Rep. Jason Hoskins  
Majority Vice-Chair: Rep. Kristian Grant  
Minority Vice-Chair: Rep. Mark Tisdell

From: Brendan Kredell, Associate Professor and Director of Film Studies and Production  
Oakland University  
586 Pioneer Drive #544  
Rochester, MI 48309

Subject: Multimedia Jobs Act Legislation Testimony

Date: January 23, 2024

Good morning Chair Hoskins, Vice-Chair Grant, Vice-Chair Tisdell, and committee members. My name is Brendan Kredell, and I serve as Associate Professor and Director of Film Studies and Production at Oakland University. I appreciate the opportunity to testify before your committee today to express my support for House Bills 4907 and 4908. In particular, I want to address two specific points: firstly, the role that the media industries play in our state economy, and secondly, the impact that this legislation will have both on higher education and talent retention. As a researcher, I have spent my academic career investigating the relationship between the media industries and urban development, both here in the US and abroad. In my current role, I also have the good fortune to work on a daily basis with the next generation of Michigan's creative talent. My support for this legislation is informed both by the underlying policy debates, but also my first-hand perspective on the issues confronting higher education in our state.

As you are likely aware, the US economy has seen a boom in the entertainment and media sectors since the pandemic began, with growth (13.7%) more than doubling (5.9%) GDP growth at large (Bureau of Economic Analysis, 2023). Culture is now a trillion-dollar business, representing 4.4% of the national economy. And even that figure - a thousand *Barbies*, a thousand *Oppenheimers* each year! - understates the breadth of what we mean when we talk about the media industries, insofar as it doesn't fully take into account the digital economy and other related industries. (PriceWaterhouseCoopers research indicates that advertising will surpass consumer spending as a share of the entertainment and media sector as soon as next year, for instance.) However, what we do know is that Michigan lags the national average in this sector (2.7% of state GDP), and we've fallen behind our peers in the region as well. Minnesota, Wisconsin, Illinois, Ohio, Pennsylvania - in each state, arts & culture makes up a greater percentage of state GDP than it does here. This is to say nothing of our competition across the border: as my own research has demonstrated, Ontario was an early leader in the development of a robust and coherent policy program, and today Toronto is an international leader in entertainment and media. Cultivating a thriving multimedia economy in Michigan is not simply a matter of choosing a sector of our economy in which to invest taxpayer resources; the infrastructure and skilled workers necessary to sustain a healthy media sector overlap significantly with the needs of ancillary industries like information technology, marketing and advertising, and public relations, to name but a few. From the macro level, these are all parts of the global economy which are growing, and which we as a state need to be competitive in to ensure the

change. Just last week I received an email from a student of mine, a young woman of color who aspires to work as a video editor after college. She is quite good at what she does - she's already been offered an internship at ESPN, and could well become another example of what I have just discussed: the bright young talent that leaves Michigan for greener pastures. But she was writing to tell me that she'd recently met up with an alumna of ours with whom I'd connected her: another young woman of color, several years older, who has been working since graduation for the Pistons' in-house video unit. Her visit was so amazing, she said, that she was reconsidering her decision; maybe there was a future here in Detroit. Retaining our talented young graduates - and attracting the best and brightest from other states - is the way to build durable and sustainable media industries moving forward. The macro and the micro are both pointing in the same direction here - culture and media are growing as a share of our national economy, and our students are telling us that they want to study it and work in those industries after graduation. We need those students here in Michigan: the future economic health and cultural vitality of the state depends on it. My recommendation to this committee would be, then, that we would be well-served to adopt policies that ensure we can build and sustain a thriving media economy in Michigan, and I believe that House Bills 4907 and 4908 represent an important step in that direction. I appreciate the time today to share Oakland University's testimony and welcome any questions. Thank you.

Sincerely,

Brendan Kredell, Ph.D.  
Associate Professor and Director of Film Studies and Production  
Oakland University  
[kredell@oakland.edu](mailto:kredell@oakland.edu)  
(312) 259-8190



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,

Bill Latka  
Executive Producer

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



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 the 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.

Sincerely,

Anthony Collamati  
Chair and Associate Professor  
Department of Communication and New Media  
Studies Alma College

## 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](mailto:mifia@mifia.org)



Dear Michigan Legislator:

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,

Jan VanDerziel

41629 Bedford

Canton,MI 48187

734-397-8891

[vanderzj@gmail.com](mailto:vanderzj@gmail.com)

Dear Legislators:

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.

Thank you,

Jesse Lee VanderKodde

jvk4@msn.com

6162606728

300 10 Mile Rd NE Comstock Park, MI 49321



Greetings Legislators–

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  
Asst. Professor, Grand Valley State University  
[Potryki1@gvsu.edu](mailto:Potryki1@gvsu.edu)  
616-481-5847

Dear Legislators:

My name is Joseff VanHorn. I own YoChef's Catering Company in Kentwood, MI. We did have a great relationship with the film business starting in 2010 when the films came to Grand Rapids, MI. Everyone was working learning a new industry. Hollywood did not really want to train us so we had to learn the hard way. I did take lesser jobs until I could work my way up and when I did finally establish a great working relationship with Hollywood the incentive went away and so did Hollywood. I am still on the list but the calls from Hollywood are few and very far between! Please bring them back for the benefit of the working people. I have some of my working history on my website as I am proud of the work we have done. I look forward to seeing what you and these House bills can do for the people.

Thank you for your time and consideration,

Joseff VanHorn

Owner/Executive Chef

YoChef's Catering Company

[jvanhorn@yochefscatering.com](mailto:jvanhorn@yochefscatering.com)

[www.yochefscatering.com](http://www.yochefscatering.com)

34 44<sup>th</sup> Street SE Kentwood, MI 49548

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.*

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



Dear Legislators:

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

Independent filmmaker (Composer and Film Editor)

[forestmackey3@gmail.com](mailto:forestmackey3@gmail.com)

480-289-0492

1754 Bournemouth Rd. Grosse Pointe, MI. 48236

Dear Legislators:

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**

Dear Legislators:

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



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)

Dear Legislators:

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 for 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 15<sup>th</sup> 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**



131 Ionia Ave SW  
Grand Rapids, MI 49503  
United States

**Direct:** +1 (616) 600 0124

**[www.canopygrandrapids.com](http://www.canopygrandrapids.com)**

Dear Legislators:

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

My name is Lawrence August, I am the 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.

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 re-purposed 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.

Larry August

[larry@hudsonedit.com](mailto:larry@hudsonedit.com)

248-310-9333

1500 Woodward Ave Suite 600 Detroit, Michigan 48226

Dear Legislators:

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 Multimedia Job Act bills should be passed.

Thank you very much,

Larry Haggart  
313-949-4484  
1173 Audubon Road, Grosse Pointe Park, MI 48230

Dear Legislators:

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 HBOMax, 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.

Warm regards,

Lawrence Lamont

LL.LawrenceLamont@gmail.com

313.917.8595

8358 Manitoba St. Apt. 5, Playa Del Rey, CA 90293



# **LOWING LIGHT & GRIP**

1500 Whiting Ave. Wyoming, MI 49529

info@lowinglight.com

lowinglight.com

(616) 530-7440

**We here at Lowing Light & Grip, Lowing Studios, and Lowing Products fully support the Michigan Multimedia Jobs Act.**

**This legislation has been introduced in the Michigan Senate as SB 438 and SB 439 and in the Michigan House as HB 4907 and HB 4908.**



***Michigan Multimedia Jobs Act***  
**STATEMENT OF SUPPORT**

Dear Legislators:

I began my career a production assistant and utility person on corporate and commercial projects. I watched and learned from some of the best craftsman 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 transferable 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, Video Assist and Teleprompter owner operator.

Member IATSE [MAdler@VAldigital.com](mailto:MAdler@VAldigital.com)

24265 Jamestowne Rd Novi, MI 48375



Mark Brucki, Associate Vice President  
Economic Development  
Lawrence Technological University  
[mbrucki@ltu.edu](mailto:mbrucki@ltu.edu)  
248-204-2310 (O)  
734-637-4022 (M)

**To: House Economic Development and Small Business Committee**

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.

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.

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

Dear Legislators:

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

Mark.egmon@castandcrew.com

312-215-3653

1625 Sheridan Road

Wilmette, IL 60091

To whom it may concern,

My name is Mimi Anagli, and I am a freelance 1st AC located in Grand Rapids Michigan. Having moved out of Michigan after college to start my film career only to come back and grow as a filmmaker at a much faster rate, I feel very strongly about supporting the Michigan Multimedia Jobs Act. I've learned so much in the camera department in such a short time working in Grand Rapids because of how supportive and tight-knit the communities of filmmakers are here in Michigan. This state has cultivated such positive and friendly work environments that I feel are very unique compared to other film industries in other states and countries. I hope to continue growing as a filmmaker in Michigan and the Michigan Multimedia Jobs Act is a pivotal part of making that happen by bringing new and exciting job opportunities to an already amazing ecosystem of filmmakers.

Best,

Mimi Anagli

Cinematographer & 1st AC

web: <https://www.emilieanagli.com/>

phone: (+1) 248.977.8766



To whom it may concern,

I am writing today to relate the breadth of the impact that the disintegration of the Michigan Film Tax Incentive has had on individual businesses- large and small. I hope what I relay here can serve as an example of how much good the Film Tax Incentive did for Michigan historically, and what it could mean moving forward. I am the owner of a small engineering firm. My business specializes in traffic control (a subset of civil engineering)- both design and implementation- a service that is on the periphery of the film industry. While you may not think of traffic control when you consider gaffers, grips and best boys, someone has to be responsible for shutting down the streets safely so that filming can take place. In the years 2009 and 2010, I performed the design and implementation of the traffic control for 13 films, Each of these films spent enough to allow me to directly employ 8 additional people, and subcontract another company for a portion of the work, which employed an additional 15 people to complete the work I hired for the subcontract. When the tax credit was capped in 2011- I worked on one feature film. Since the tax credit was eliminated in 2015, I have worked on 3 films in the 8 last years. I had to send all the people home that I had hired, and I was no longer able to issue subcontracts. For a small, outside business like mine, you can clearly see the positive impact that the Michigan Film Tax Incentive has had. My business is just one of hundreds of businesses that has benefited from this program.

I hope you will consider my conveyance as typical. As my example demonstrates, the impact of the dissolution of the Michigan Film Tax Incentive isn't just about those directly employed by the film industry, but, to a large degree, the trickle down and tangential effects. There are a lot of fringe industries that have been directly affected by these changes; lodging, catering, shuttle services, security and the retailers who see the uptick in relevant spending, to name a few. When considering the cost benefit of the Michigan Film Tax Credit, I hope that those of us that don't fall directly under the heading "Film Industry" are given weight equal to those directly employed.

Thank you for your time.

Chris Stilwell,  
Owner, MitiSafe Consulting

A handwritten signature in black ink, appearing to read "Chris Stilwell", written in a cursive style.



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,

Paul A. Glantz  
Co-Founder & Chairman  
[pag@emagine-entertainment.com](mailto:pag@emagine-entertainment.com)



Distinguished Committee Members,

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 have become an anomaly. I've witnessed the young workforce 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 deliver. 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 Cinematography Inc.  
4312 Drexel Dr.  
Troy, Michigan 48098

248 761-4475  
peterklein1@mac.com

To Whom It May Concern:

I am very excited to hear about the Multimedia Jobs Act and am a strong advocate of it becoming law. Born and raised in Southeast Michigan, I came upon film studies in high school and from then on knew my career would be based in film, television, and broadcast technologies. With that I also knew I would have to leave the state I grew up within in order to have a fruitful career in the narrative space. Thankfully, I graduated college right in time to take advantage of Michigan's new film tax incentive. The strongest in the country, it was an exciting 3 or 4 years seeing spontaneous investment in Detroit and other needy areas, pulling money into local crew and business pockets, and seeing residents invest more in the local economy with homes, employees, recreation, taxes, and the list goes on.

When the incentives were killed off by former Governor Snyder, I realized my ability to work in Michigan was over. My wife and I relocated to Atlanta and within a short time was able to thrive in a high-income role, invest in homes, businesses, and truly find success. I am one of many that were able to see this personal growth in Georgia and it's been amazing to see the increased salaries, growth of the housing market and increased property values, businesses like hotels, studios, support services, restaurants and more churning billions of dollars of revenue and investment. And it's all thanks to the uncapped film incentive there. And the locals know it – including the non-film workers. Georgia has had a year-over year large budget surplus and what the representatives have told us it's a big thanks to this multi billion dollar industry that has been created in Georgia. It pains me to know what Michigan could have been if it stuck with it. Even look to Toronto only a few hours away with a similar climate but more multimedia business friendly.

I have owned and invested in multiple companies since leaving Michigan, all which have benefited from Georgia's business and incentive friendly climate. A big part of that, which I have loved, is having been able to provide employment to many individuals who in turn have been able to grow their livelihoods and invest in their communities. Of note, my current company RDH provides broadcast, media, and film equipment as well as services to producers and crew at large. Our Cellberus Communications division provides edge networking, bonded cellular, and satellite communications for productions to stream and stay in communication regardless of their location and environment. I can thankfully say we have brought in millions to the local economy alone.

If the Multimedia Jobs Act is enacted, we will certainly open an office in Michigan and invest in the state. We have seen such great growth in Georgia, with the elected leaders on both sides of the aisle and top corporations all nurturing and standing behind the incentives, we would love to see the same back home. I know the good this can provide in a short time span if done right and this Act is a major step in the right direction. I implore you to invest in the technological and financial growth of people in Michigan, and not solely autos.

Sincerely,

Joe Elrom

To Whom it May Concern,

My name is Trevor Rios and I am a former Michigan resident. In 2014, my wife and I made the tough decision to uproot our family and move to Atlanta. Like 3 generations of family before me, I work in the film and television industry. There was no longer enough work in Michigan to support a modest living for us. While my elders' work was strongly supported by the nearby auto industry, times have changed and so has technology. Different types of jobs and clients began to drive the industry. And this very much included motion pictures and television shows. Michigan had a great opportunity a decade or so ago to grow the next generation of filmmakers, however, the state did not adapt properly to the ever changing industry and therefore forced many people out or into career changes.

A proper incentive could reverse everything. Bringing a film incentive back to Michigan could do wonders for the state. Not only does it support thousands of Michiganders; but it can bring many outsiders in to spend while they work there. All the non-locals, stay in hotels, eat out most meals, go to shows and local events. So many local small businesses gain support from each film being made.

If a real incentive were to return to Michigan, it's a strong possibility that my family and I would return as well.

Thank you for your time,

Trevor Rios

IATSE Local 600 1st Assistant Cameraman 734.891.0421

To Whom it May Concern,

My name is David Rumble. I reside in the City of Royal Oak and am a lifelong resident of the State of Michigan. In the fall of 2001 after the attacks of September 11<sup>th</sup> I decided life was too short and took a risk quitting my job of 7 years to pursue working in the film industry. I was fortunate to almost immediately get a position in the locations department of the film *8 Mile*. 23 Years later I am still working in locations and my credits include 4 of the *Transformers* films, *The Avengers*, and *Batman V. Superman*.

When the former film incentive was active, I was able to work in the state the entire time working back to back shows. Before and after the incentive, I spend much of my time out of state. I am currently booked to work from January 2024 until mid-summer on a feature in Cleveland Ohio. The only reason that feature is in Ohio is because of their tax incentive. As a location manager I am often one of the first people hired on a film, and many times the film has not settled on which state it will film in. I have been asked several times to look into "any state that has any kind of incentive". In these early stages it is not about the size of the incentive, but making sure there is some level of an incentive. Because of this I cannot even offer up Michigan as an option. Two years ago I worked on a TV show for the bulk of the year that was set in Detroit but filmed in Chicago. If there had been any semblance of an incentive here, this is where they would have filmed.

I often work in cities and states where travel back and forth is not easy and can sometimes go months without seeing my family. As the father of an 11 year old daughter, this can be challenging.

Michigan has a ton to offer for filmmakers in terms of great locations, but without an incentive there is no reason for a company to consider filming here.

I am hoping for support of the Multimedia Jobs Act as I want to work here in the state again. I'd like to see my family every day and make a comfortable living here at home.

Yours sincerely,

David Rumble  
3923 Yorba Linda Blvd  
Royal Oak, Michigan, 48073

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

[1sahirrashid@gmail.com](mailto:1sahirrashid@gmail.com)

313-415-2072

14628 Ohio  
Detroit, MI 48238

Dear Legislators:

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.

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

Email Address: [Sloan@peoplelovesalt.com](mailto:Sloan@peoplelovesalt.com)

Phone Number: 616.481.7953

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

Dear Legislators:

My name is Samuel Sanders. I am the Studio Manager at Lowing Studios located at 2450 Airway St, Grand Rapids, MI 49509.

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

[samuel@lowinglight.com](mailto:samuel@lowinglight.com)

Direct: (616) 551-9019

Office: (616) 888-2448

[www.lowingstudios.com](http://www.lowingstudios.com)



**Dear Legislators:**

**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.**

**Thank you,**

**Seth Triezenberg**

**Executive Producer, Stitches Editorial**

**triezen@gmail.com**

**248-259-3380**

**1632 Seminole**

**Grand Rapids, MI 49506**

Dear Legislators:

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, President ShowRunner Studios

[amanda@showrunnerap.com](mailto:amanda@showrunnerap.com)

248-506-2184

4079 Minnetonka Dr.

Linden, MI 48451

# STRATTON CAMERA

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 a 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](mailto:diane@strattoncamera.com)



Tarek Sobh  
President

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

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,

A handwritten signature in black ink that reads 'T. Sobh'.

Tarek M. Sobh  
President

**Lawrence Technological University**

21000 West Ten Mile Road, Southfield, MI 48075-1058 | 248.204.2000 | [president@ltu.edu](mailto:president@ltu.edu)

Dear Legislators:

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.

-Tayion Williams

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 once again be 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



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 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 and reality television programming in the West Michigan region.

Braincell has been in business for almost 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 just entering that period of their lives where they marry, buy houses, pay taxes and otherwise contribute greatly to society. It would be a shame to lose them 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 for greener pastures. We need the Michigan Multimedia Jobs Act to help retain this creative talent, promote Michigan media businesses like mine, provide training and opportunities for our labor force, and build the Michigan economy together.

This legislation should not be a political issue, it is an economic issue. It is not red or blue...it's green! I fully support the goals of MIFiA and this legislation, and believe that the state of Michigan will benefit hugely from its passage.

Best regards,

Tom Greenberg, President Braincell Camera

1600 Chicago Dr. SW

Wyoming, MI 49519

248-980-6382



Dear Legislators:

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



TRAVELING MOON PRODUCTIONS

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 21<sup>st</sup> 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.

*Deb Havens* 

**Dr. Deb Havens, Screenwriter/Producer \* [www.TravelingMoonPro.com](http://www.TravelingMoonPro.com) \* Grand Rapids, MI \* 616-885-2961**



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.

-Victor Lord

Exec. Producer  
DYNMC Films

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

Dear Legislators:

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. 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!

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

Dear Legislators:

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 off site catering.

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 Live Music Venues and enjoy the multiple facilities around town.

**Employment:** Over the time I had movies at the hotel, we saw a lot of layoffs 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 Let's work on bringing production back to the state of Michigan

Thank you,

Yvette Campbell, CMP

Ycampbell@meetingsme.com

734-560-8108

41520 Metaline Drive, Canton, MI, 48187