



**DATE:** February 23, 2018

**TO:** Governor Rick Snyder

**FROM:** Jenell Leonard  
Michigan Film Commissioner

**SUBJECT:** FY 2017 Michigan Film & Digital Media Office Annual Report

---

Pursuant to Michigan Business Tax Act (2007 of 36) Section 455 (MCL 208.1455) the Michigan Film & Digital Media Office (MFDMO) is required to submit an annual report summarizing activities and program spending for the previous fiscal year. Please find attached the annual report that fulfills this requirement.

Additionally, Section 1033 of Public Act 268 of 2016 requires the MFDMO to report on additional activities of the office. This information is included in this report as a courtesy to you and includes the MFDMO FY 2017 Strategic Plan Achievements in Review.

Please feel free to contact the MEDC Office of Legislative Affairs at 517.335.1847 with any questions.

Cc: Jeff Mason, President, Michigan Strategic Fund  
Senator Jack Brandenburg, Senate Finance Committee Chair  
Representative Jim Tedder, House Tax Policy Committee Chair  
Ellen Jefferies, Director, Senate Fiscal Agency  
Mary Ann Cleary, Director, House Fiscal Agency

**Michigan Film Incentives - Tax Credit Program**

As of December 21, 2011, the Film and Digital Media Production Assistance Program has been operating within the scope of Section 29 of the MSF Act and no longer approves new film tax credit applications under Section 455 of the Michigan Business Tax (MBT) Act. However, previously approved projects may be issued a post-production tax credit certificate after the project is complete. There was one post production tax credit certificate issued in FY 2017. As of December 31, 2017, a total of \$292,416,203.19 in film tax credits have been paid out by the state, with \$27,326,404.57 in potential film tax credits that remain eligible to be claimed under the tax credit program.

**Michigan Film Incentives - Cash Rebate Program**

In FY 2017, twenty-eight projects were issued an approved Certificate of Completion Request (COCR) under the new film incentive program. These incentives are cash assistance under appropriated funding. These are listed in the table below. Under Section 29 of the MSF Act, projects approved in 2012 and thereafter are reported in the **online MFDMO Dashboard**, which is updated with actual data on a quarterly basis as COCRs are approved, and found at the link below:

<https://www.michiganbusiness.org/mifilmanddigital/film/#oldprogram>

In FY 2017, the total administrative expenses were \$941,337.35.

**Approved Certificates of Completion Requests  
Fiscal Year 2017: 10/01/2016 - 9/30/2017**

Project	Production Company	Type of Project	Total Michigan Spend by Production Company	Amount of Financial Assistance	Duration of Financial Assistance	Persons Employed in State as FTE	Locations (Dashboard)
Rehab Addict Detroit	Chasing Light Entertainment, LLC	television series	\$1,664,350	\$211,031	3 years	1	Detroit, Grosse Pointe
Detroit Rubber Season II	400 Monroe Associates	internet programming	\$147,865	\$28,633	3 years	1	Birmingham, Brooklyn, Pontiac, Royal Oak
The Castle	Ali & Alan Productions, LLC	internet programming	\$245,300	\$37,675	5 years	1	Charlevoix
The Bully Chronicles	The Bully Chronicles, LLC	motion picture	\$1,471,999	\$106,544	5 years	2	Birmingham, Royal Oak, Warren, W. Bloomfield
Scrap Yard	Scrap Yard Productions, LLC	video game	\$892,245	\$192,055	3 years	14	Saline
Santa & His Elves	BELIEVEin! LLC	interactive game	\$237,773	\$59,682	3 years	2	Clawson, Detroit
Heartlock	Midnight Crew, LLC	motion picture	\$514,045	\$108,435	3 years	2	Jackson, Standish
Paid in Full	Paid in Full Movie, LLC	motion picture	\$211,922	\$48,457	3 years	1	Canton, Forrest Hills, Novi, Royal Oak, W. Bloomfield, Wixom
Money is Money	Money is Money Productions, Inc.	motion picture	\$166,589	\$39,056	3 years	1	Detroit
Togetherness	The Royal We Productions, LLC	television series	\$429,027	\$112,733	3 years	2	Detroit, Hamtramck
Tuebor	Strength in Numbers Studios, Inc.	video game	\$1,315,208	\$202,571	3 years	13	Lansing
Tommy Battles the Silver Sea Dragon	Tommy Silver, LLC	motion picture	\$600,827	\$102,855	3 years	3	Dearborn, Detroit, Ferndale, Oak Park
Pickle Recipe	The Pickle Recipe, LLC	motion picture	\$1,153,412	\$291,338	3 years	6	Birmingham, Detroit, Hamtramck, Royal Oak, W. Bloomfield
Ask Dr. Nandi	Ask Partha, LLC	television series	\$724,478	\$131,092	5 years	4	Wixom
American Muscle Pilot	Discovery Communications, LLC	television pilot	\$296,934	\$45,938	5 years	1	Canton, Detroit, Plymouth, Saginaw, South Lyon, Ypsilanti
American Muscle Season 1	Discovery Communications, LLC	television series	\$2,428,972	\$300,526	3 years	3	Brighton, Canton, Detroit, Livonia, Northville, Plymouth, Saginaw, South Lyon, Wyandotte (also Lost Angeles, CA; Boca Raton, FL; Toledo, OH; Torrance, CA; and Baton Rouge, LA)
12 Monkeys	Universal Network Television	television pilot	\$4,138,236	\$1,216,138	3 years	28	Detroit, Grosse Pointe, Plymouth
Camp Manna	GRLA	motion picture	\$1,043,379	\$250,185	3 years	6	Central Lake, Honor, Traverse City

Transformers 5, Part 1	Paramount Pictures Corp.	motion picture	\$59,613,785	\$13,500,000	3 years	138	Detroit, Pontiac, Waterford, Webberville, Westland, Ypsilanti
Transformers 5, Part 2	Paramount Pictures Corp.	motion picture	\$34,664,974	\$7,481,818	3 years	55	Detroit, Pontiac, Waterford, Webberville, Westland, Ypsilanti
Golden Shoes	Norman Koza Productions	motion picture	\$1,198,291	\$201,581	5 years	7	Bloomfield, Detroit, Sylvan Lake, Waterford
A Royal Family Thanksgiving	Royal TC Productions, Inc.	television feature	\$590,301	\$117,003	3 years	3	Detroit
A Royal Family Christmas	Royal TC Productions, Inc.	television feature	\$539,317	\$117,059	3 years	3	Detroit
Burgly Monster	Burgly Monster, LLC	motion picture	\$659,713	\$210,483	3 years	3	Pontiac, Rochester Hills, W. Bloomfield, W. Bloomfield Twp., Wolverine
Freaky Deaky Flashback	Freaky Deaky Film, LLC	mobile application	\$144,000	\$39,314	5 years	0	East Lansing
The Dunes	Method House Films, LLC	motion picture	\$202,427	\$61,937	3 years	2	Detroit, Empire, Grosse Pointe, North Point, Rochester Hills
Elder Island	Elder Island Movie, LLC	motion picture	\$284,442	\$78,744	3 years	2	Beaver Island, Brighton, Ferndale, Livonia, Royal Oak
Preachers of Detroit	Oxygen Media Productions, LLC	television series	\$1,215,524	\$309,896	3 years	10	Birmingham, Clarkston, Dearborn, Detroit, Ferndale, Southfield, Wayne
		<b>Totals</b>	<b>\$116,795,335</b>	<b>\$25,602,779</b>		<b>314</b>	

**MICHIGAN FILM & DIGITAL MEDIA OFFICE**  
**Annual Report (section. 1033) - Fiscal Year 2017 (October 1, 2016 - September 30, 2017)**

**GENERAL SERVICES OFFERED**

For over 30 years, the Michigan Film & Digital Media Office (MFDMO) has positioned Michigan as a worldwide production destination for the film, digital media and creative industries. Often the first point of contact for productions, the MFDMO provides the services summarized below, which help create a competitive business climate to attract domestic and international production activity from out of state as well as grow creative industries business in Michigan. These services are offered free of charge to any and all professional and student productions.

<b>Website - michiganbusiness.org/mifilmanddigital:</b>	The Michigan Film & Digital Media Office website is the one stop shop for all individuals working or seeking work in the creative industries. Also, the website provides detailed information for those with a general interest in the operation of the office and the services provided. The website includes a job portal for those seeking/hiring for jobs in the creative industries. The website also has resources for educators, students, filmmakers, and game developers.
<b>Production Directory:</b>	Searchable online directory which features 3,446 approved crew and vendors that provide support services for the film and digital industries.
<b>Locations Directory:</b>	Searchable online directory which houses 6,056 locations/properties throughout the state of Michigan. Locations Directory is utilized as a source for film and television productions, commercials, still photography shoots, and miscellaneous events.
<b>Locations Scouting:</b>	Office provides customized location packages and up to two days of complimentary location scouting services, primarily leveraged by outside productions that are surveying states across the nation for site selection. The Office refers productions to professional resident location managers/scouts.
<b>Permitting:</b>	Assist in-state and out-of-state clients on permitting issues at the municipal, county, state and federal levels of government.
<b>Social Media Platforms/Newsletter:</b>	MFDMO maintains a presence on Facebook and Twitter. Maintains 11,579 followers on Facebook and 3,497 followers on Twitter. The monthly electronic newsletter is sent to a distribution list of 6,532 individuals.
<b>Note:</b>	While no new credits or incentives can be offered through the Michigan Film and Digital Media Production Assistance Program, the MFDMO continues to process incentive claims for previously awarded projects, which was described earlier in this report.

**GENERAL SERVICES PROVIDED**

The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project.

<b>Project Type</b>	<b>Project Name</b>	<b>Investment Leveraged (estimated private investment)</b>	<b>Services Provided by MFDMO</b>
Film Festival	Ann Arbor Film Festival	n/a	Promote on social media, website and in monthly newsletter
Short Film	At Ease	n/a	Promote on social media
Creative Programming	Michigan House	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Cinetopia Film Festival	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Made-in-Michigan Film Festival	n/a	Promote on social media, website and in monthly newsletter
Television Series	Detroiters	n/a	Promote on social media, website and in monthly newsletter
Creative Industry Newsletter	CreativeMich	n/a	Promote on social media, website and in monthly newsletter
Digital Marketing Event	Digital Summit Detroit	n/a	Promote on social media, website and in monthly newsletter
Creative Programming	TEDx Detroit	n/a	Promoted socially
Theatrical Play	Car Stars	n/a	Promoted socially
Artistic Event	ArtPrize	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Contest	YPSI 24 Hour Shootout	n/a	Promote on social media, website and in monthly newsletter
Feature Film	Detroit	n/a	Promoted socially (Non-incented) Did shoot B-roll in Detroit
Film Festival	International North American Film Festival	n/a	Promoted socially
Film Festival	Royal Starr Film Festival	n/a	Promote on social media, website and in monthly newsletter
Independent Film	Buffalo	n/a	Promoted socially
Independent Film	Reverb	n/a	Promoted socially
Film Series	Start Garden Film Series	n/a	Promoted socially
Digital Media	Detroit ACM SIGGRAPH Events	n/a	Promote on social media, website and in monthly newsletter
Independent Film	Desperate Cowboys	n/a	Promoted socially
Film Festival	Capital City Film Festival	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Desmond District Demons Film Festival	n/a	Promote on social media, website and in monthly newsletter
Music Festival	Lamp Light Music Festival	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Contest	Saugatuck Shorts Film Competition	n/a	Promoted socially
Filmmaker Contest	Mosaic Film Experience	n/a	Promote on social media, website and in monthly newsletter
Film Festival	East Lansing Film Festival	n/a	Promote on social media, website and in monthly newsletter

Project Type	Project Name	Investment Leveraged (estimated private investment)	Services Provided by MFDMO
Feature Film	The Pickle Recipe	\$1,153,412	Promote on social media, website and in monthly newsletter; incented project
Artistic Event	Arts Night Out Lansing	n/a	Promoted socially
Film Festival	Hell's Half Mile Film & Music Festival	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Contest	Kalamazoo Teen Filmmaker Festival	n/a	Promote on social media, website and in monthly newsletter
Independent Film	Skippers	n/a	Promoted socially
Gaming Event	SpartaSoft - Extra Life	n/a	Promoted socially
Film Organization	MMM2.online	n/a	Promoted socially
Web Series	Northbound Season 2	n/a	Promote on social media, website and in monthly newsletter
Gaming Event	Activ8 Game Night	n/a	Promoted socially
Film Series	UICA: Open Projector Night	n/a	Promote on social media, website and in monthly newsletter
Music Event	Let's Talk GR Music	n/a	Promoted socially
Digital Media	Computer Science Education Week	n/a	Promote on social media, website and in monthly newsletter
Feature Film	Transformers: The Last Knight	\$94,278,759	Promote on social media, website and in monthly newsletter; incented project
Video Game	Snow Throw VR - YETI CGI	n/a	Promoted socially
Film Festival	Media City Film Festival	n/a	Promoted socially
Music Video	Thornetta Davis Music Video	n/a	Promoted socially
Feature Film	Alchemist Cookbook	n/a	Promoted socially
Television Series	Cranbrook Television Show	n/a	Promoted socially
Filmmaker Contest	24 Hour Teen Film Competition - YPSI 24	n/a	Promoted socially
Feature Film	Horse Dancer	n/a	Promoted socially
Feature Film	Tommy Battles the Silver Sea Dragon	\$600,827	Promote on social media, website and in monthly newsletter; incented project
Music Competition	NPR Music Desk Contest	n/a	Promoted socially
Film Competition	Grand Rapids Film Festival 36 Hour Challenge	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Sundance Film Festival	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Freep Film Festival	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Traverse City Film Festival	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Workshop	Marshalle Montgomery Indie Filmmaker Workshop	n/a	Promoted socially
Literary	Michigan Author Debra Ann Powlak	n/a	Promoted socially
Student Film	Breath of Life	n/a	Promoted socially
Film Festival	Thunder Bay International Film Festival	n/a	Promote on social media, website and in monthly newsletter
Creative Festival	SXSW Conference & Festivals	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Contest	Detroit Voices - Cinetopia	n/a	Promote on social media, website and in monthly newsletter
Short Film	At Ease	n/a	Promoted socially
Casting Call	Gordon Ramsey Television Series	n/a	Promoted socially
Film Festival	Greater Farmington Film Festival	n/a	Promoted socially
Feature Film	The Russian Bride	n/a	Promoted socially
Education Event	Google CS First	n/a	Promote on social media, website and in monthly newsletter
Creative Events	Detroit Creative Corridor Center Events	n/a	Promote on social media, website and in monthly newsletter
Film Series	Detroit Film Society Film Takeover Series	n/a	Promote on social media, website and in monthly newsletter
Feature Film	My Pretty Pony	n/a	Promoted socially
Feature Film	Nowhere, Michigan	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Soo Film Festival	n/a	Promote on social media, website and in monthly newsletter
Digital Media	Grand Circus Coding Event	n/a	Promoted socially
Photo Shoot	Real Style Casting Call	n/a	Promoted socially
Film Festival	Spartan Film Festival	n/a	Promoted socially

Project Type	Project Name	Investment Leveraged (estimated private investment)	Services Provided by MFDMO
Music Video	Brothers - Music Video/PSA Casting Call	n/a	Promoted socially
Filmmaker Workshop	Flint Youth Film Festival Workshops	n/a	Promoted socially
Screenwriter Contest	ISA Screenwriting Contest	n/a	Promoted socially
Filmmaker Event	Multimedia Makeup Academy Networking Event	n/a	Promoted socially
Creative Events	Lansing Mini Maker Faire	n/a	Promoted socially
Film Festival	Michigan Student Film Festival - DAFT	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Midwest Independent Film Festival	n/a	Promote on social media, website and in monthly newsletter
Music Event	Detroit Music Awards	n/a	Promote on social media, website and in monthly newsletter
Creative Events	Ponyride Summer Markets	n/a	Promote on social media, website and in monthly newsletter
Film Competition	Detroit Moving fps - Dance & Film Competition	n/a	Promote on social media, website and in monthly newsletter
Film Competition	Detroit 48 Hour Film Project	n/a	Promote on social media, website and in monthly newsletter
Casting Call	GVSU Student Films Casting Call	n/a	Promoted socially
Film Festival	Sunrise 45 Alpena Film Festival	n/a	Promoted socially
Short Film	Black Girls Be Like Casting Call	n/a	Promoted socially
Film Festival	I See You Awards	n/a	Promote on social media, website and in monthly newsletter
Creative Events	Marquette 365 Community Calendar	n/a	Promoted socially
Creative Events	Wait Wait...Don't Tell Me - NPR Event	n/a	Promote on social media, website and in monthly newsletter
Creative Events	Ann Arbor SPARK's Tech Talk	n/a	Promoted socially
Film Festival	Waterfront Film Festival Event	n/a	Promoted socially
Documentary	United States of Detroit Premiere	n/a	Promoted socially
Film Festival	Threadbare Mitten Film Festival	n/a	Promote on social media, website and in monthly newsletter
Filmmaker Contest	Hometown Hereos - Seek&Spark/Duplass Bros.	n/a	Promote on social media, website and in monthly newsletter
Film Festival	Vidlings & Tapeheads Film Festival	n/a	Promote on social media, website and in monthly newsletter
Music Festival	Common Ground Music Festival	n/a	Promoted socially
Filmmaker Workshop	Unreeled Film Series Workshops	n/a	Promoted socially
Literary	Detroit Festival of Books	n/a	Promoted socially
Music Festival	Great Lakes Folk Festival	n/a	Promoted socially
Filmmaker Event	Crain's Detroit Filmmaker Webinar	n/a	Promote on social media, website and in monthly newsletter
Education Event	STEM Career Showcase	n/a	Promote on social media, website and in monthly newsletter
Creative Events	Detroit City of Design Summit	n/a	Promote on social media, website and in monthly newsletter
Independent Film	Urban Myths Screening	n/a	Promoted socially
Television Series	Diners, Drive-Ins and Dives - Lansing Episodes	n/a	Promoted socially

#### SPECIAL PROJECTS

In addition to general services provided by the MFDMO, the office also manages multiple short-term and continuous special projects, driven by a comprehensive strategic plan released by the MFDMO in May 2015. The plan included immediate and long-term goals and recommendations to bridge gaps amongst the creative industries, promote the Pure Michigan business and tourism campaign, improve transparency to the public and legislature and ultimately ensure that taxpayer dollars are being used wisely. The recommendations and special projects are categorized in terms of Talent Development, Digital Media, Education, Promotion, Transparency and Customer Service.

While the landscape of the MFDMO has changed drastically since the release of this plan with the end of the film incentive program, the MFDMO has been working diligently to implement as many recommendations as possible during fiscal year 2017. **A listing of the completed recommendations is available at: <http://puremi.ch/2oa46HU>**