



**FILM COLUMBUS<sup>★</sup>US**

ANNUAL REPORT 2016

# DEAR **FILM COLUMBUS**<sup>\*</sup> FAMILY AND FRIENDS,

It's my privilege to share the good news about 2016 - one of the most successful years so far for Film Columbus - as we work to promote the city of Columbus and the state of Ohio as a place to create film and commercial projects.

2016 was an important year for the growth of film production in our region. A record number of productions considered filming in Columbus and two major productions, **AFTERMATH** from EFO Films (starring Arnold Schwarzenegger) and **FIRST KILL** from Brookstreet Pictures (starring Bruce Willis) determined central Ohio was the best choice for their projects. These productions chose Columbus because of our competitive state tax incentives, our diverse landscapes and our collaborative and supportive approach to working with visiting productions.

Great opportunities remain for growth in 2017 and beyond. I hope you'll join us in this work and support the film commission's goal of making central Ohio a filmmaking destination.

Best,

Chris Hamel	John Daugherty
Board President	Executive Director

## **ABOUT FILM COLUMBUS**<sup>\*</sup>

Established in 2006 by Gail Mezey, Film Columbus (The Greater Columbus Film Commission) is a 501(c)(3) organization. Film Columbus is a proud member of The Association of Film Commissioners International (AFCI).

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### Board of Directors

Chris Hamel - President  
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### Executive Director

John Daugherty

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### Partners

City of Columbus  
Greater Columbus Arts Council  
Art Makes Columbus  
State of Ohio  
Ibel Agency  
Live Technologies  
Columbus College of Art & Design  
Gateway Film Center  
FFOCOL (Film Festival of Columbus)

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### Member of



# LOOKING BACK

## **The Greater Columbus Film Commission reached some major milestones in 2016.**

The most notable milestone for 2016 was expansion of the statewide tax credit from \$20MM to \$40MM. This means Ohio has seen the economic benefits of filmmaking and Hollywood is certainly looking our way. After months of lobbying and legislative testimony Governor Kasich signed the House Bill doubling the tax credit effective fiscal year 2016 (July 1).

Emmitt Furla Oasis films jumped right in to take advantage of the tax credit filming the Bruce Willis/Hayden Christensen film First Kill in Columbus and Granville in September. EFO was behind the Schwarzenegger film Aftermath (previously titled 478) which wrapped in early 2016. The Aftermath

trailer was released in early February 2017 and garnered over 700,000 views in less than 24 hours.

The short Welcome to Grandville which was shot in Central Ohio during the summer of 2016 has been turned into a series pilot which will be shopped to several networks and, if the producers get what they want, will be produced right here in Columbus.

Several TV networks made their way through Columbus on multiple occasions including HGTV and the Food Network.

Executive Director John Daugherty attended the American Film Market in Santa Monica in November talking to 5-6 projects that hope to shoot in Columbus come early Spring. All will employ a majority of their crew from Columbus and Central Ohio.

# WHAT'S TO COME

- (1)** Grow crew base through training programs
- (2)** Launch Greater Columbus Film Commission Membership Program
- (3)** Permit process streamlined with the City of Columbus
- (3)** Educational programs for youth and adults
- (3)** 2017 Film Summit coming June 15

*Additional findings and a comprehensive plan for the next 3-5 years will be presented at the 2017 Film Summit.*

# ACCOMPLISHMENTS AND ACTIVITIES IN 2016

- (1) Ohio Motion Picture Tax Credit doubled to \$40MM
- (2) Bruce Willis film *First Kill* was shot in Columbus and Central Ohio
- (3) *Aftermath* (previously titled 478) wrapped in February
- (4) An economic impact study by Dr. Bill Lafayette in December 2016 shows that every \$1 invested returns \$1.91 into the local economy
- (5) Ceased charging for listings on our Crew/Resource page making it free for all crew in Central Ohio
- (6) Instituted a new locations page using the ReelScout Platform



## PURPOSE (OUR WHY)

To enrich our community through the art and business of film.

## MISSION (OUR HOW)

By convening and empowering individuals, organizations and businesses in the spirit of collaboration.

## VISION (OUR WHAT)

So that Columbus is recognized as a top city for film education, exhibition and production and film is recognized as an art form that has a measurable impact on the economy, individuals and community.



**In 2016 the Film Commission engaged with Storyforge (storyforge.co) to refocus our purpose. After more than 40 interviews, and over 300 hours of industry research we have provided a working document that presents our beliefs, stakeholder needs, and what we do best. This leads first to our goals:**

- (1)** Create a unifying vision that positions Columbus as a leader in film exhibition, production and education to inform strategy and accompanying tactics for the next 5 years.
- (2)** Rally city stakeholders (film organizations, community, government, funding partners etc.) behind a shared direction for the benefit of all stakeholders of the story.
- (3)** Position film as both art AND business in Columbus.

## **WHY UNDERTAKE THIS WORK?**

In the short term, it is important for state policymakers to understand the economic importance of the industry and for us to share a message that will rally stakeholders.

In the long term, this work will ensure the survival of the film industry in Columbus, building on its foundation and setting a path for the next 10-20 years.

# FINANCIAL INFORMATION

## Budget vs. Actual 2016

REVENUES	BUDGET	ACTUAL
GCAC (City of Columbus)	\$ 90,000	\$ 90,000
Contributions	2,500	4,335
Sponsorships	10,000	6,000
Fiscal Sponsor	-	3,000
Other	5,000	650
<b>TOTAL REVENUES</b>	<b>\$ 107,500</b>	<b>\$ 103,985</b>
EXPENSES	BUDGET	ACTUAL
<b>PERSONNEL</b>		
Executive Director	\$ 50,000	\$ 50,000
Temp Personnel (production coordinator)	3,000	2,090
<b>OTHER EXPENSES</b>		
Contract Services	\$ -	\$ 25
Trade Show/Conference/Travel	24,975	24,809
Website	3,000	2,691
Office Expenses	-	138
Training and Education	2,200	620
Marketing and Branding	7,185	12,185
Events (Film Summit)	3,000	5,642
Business and Board Meetings	2,500	2,681
Fiscal Sponsor	-	2,650
Telephone	1,200	1,200
Miscellaneous	-	391
<b>TOTAL EXPENSES</b>	<b>\$ 98,040</b>	<b>\$ 105,876</b>
<b>NET INCOME</b>	<b>9,460</b>	<b>(1,891)</b>

## PARTNERS

