

Letter from the Chair

MiFIA's 2023 Year in Review: A Call to Action for Michigan's Film Industry

As we bid farewell to 2023, it's with great excitement and determination that we reflect on the strides made by Michigan's multimedia industry this past year. The impact of film and multimedia production extends far beyond the silver screen, touching the lives of thousands by generating jobs, retaining and strengthening our talent force, boosting commerce and tourism, and significantly contributing to our state's economic growth.

Today, over 40 states and 90 countries have recognized the value of a thriving film and multimedia industry, investing billions of dollars to propel their economies forward. Meanwhile, Michigan is left behind as one of few states without a program that supports our industry.

The Michigan Multimedia Jobs Act bills are working their way through House and Senate committees in Lansing, positioning us near the finish line of a hard-fought battle to usher in a new era of economic and talent opportunities for our state.

Now, more than ever, we need your support to ensure that our legislators understand the benefits of a pro-jobs, pro-economy multimedia program.

The success of MiFIA relies on the collective efforts of our dedicated community. Financial support is crucial to sustaining and advancing our mission. MiFIA's continued existence is imperative for future generations, and your contribution, no matter the size, will play a vital role in shaping the landscape of Michigan's film and commercial industry.

As we anticipate the challenges and opportunities that lie ahead, we invite you to join us in this critical movement. Reach out to House and Senate committee members, demonstrate public support, and help educate our legislators on the positive impact the Multimedia Jobs Act can have on our state's talent base and labor force.

Let's seize the rare opportunity presented by the 2023-24 state Legislature to propel Michigan's film industry to new heights. By becoming a MiFIA member and making a donation, you contribute to our collective effort to prepare for our significant and victorious push in 2024.

Thank you for your ongoing support and commitment to the Michigan Film Industry Association. Together, we can make 2024 a landmark year for Michigan's multimedia industry

Wishing you a joyous holiday season and a prosperous New Year!

David Haddad, Chair, MiFIA Board of Directors



Events and Outreach

MiFIA hosted a number of events to rally support for a multimedia program for our beautiful state.

- 2/24** Farmington Hills - Studio Center Mixer, Do it in Detroit and MiFIA Meet and Greet
- 4/13** Ferndale - Spring Mixer at The Loving Touch
- 5/10** Grand Rapids Mixer at Black Pigeon Studios
- 6/19** Traverse City Mixer at Right Brain
- 8/8** Detroit Mixer at Cadieux Stage
- 9/7** Multimedia Jobs Act Press Conference
- 10/21** Fresh Coast Film Festival in Marquette
- 10/26** Teamsters and IATSE Mixer at Nemos Bar and Grill
- 12/13** Rep. Hoskins, an MJA sponsor, special meeting with Lawrence Technical University and MiFIA



MiFIA and Legislators



Together, We Contacted:

110

House Members

38

Senators

Looking to 2024

MiFIA will remain hyperfocused on legislators serving on the House Economic Development & Small Business Committee and Senate Economic & Community Development Committee where the Multimedia Jobs Act legislation awaits action.

Who MiFIA has met in 2023

- Treasury
- Governor's Office
- Legislature
- Michigan Economic Development Corporation
- Convention and Visitors Bureau or tourism bureau
- Michigan Chambers
- Michigan State University
- Lawrence Tech University
- Grand Valley State University
- Northern Michigan University
- Michigan Tech University
- Alma College
- Calvin College
- Eastern Michigan University
- Western Michigan University
- Central Michigan University
- Wayne State University
- Oakland University



Who Introduced the Bills?

The two-bill package was introduced in the Michigan Legislature by Representatives John Roth (R-Interlochen) and Jason Hoskins (D-Southfield) as HBs 4907-4908.

Senators Dayna Polehanki (D-Livonia) and Jeremy Moss (D-Southfield) introduced SBs 438-439 in the state Senate.



Where are the MJA bills?

House Economic Development & Small Business Committee

Rep. Jason Hoskins (D)

Chair

Rep. Kristian Grant (D)

Majority Vice Chair

Rep. Mark Tisdell (R)

Minority Vice Chair

Members

Rep. Karen Whitsett (D)

Rep. Cynthia Neeley (D)

Rep. Tullio Liberati (D)

Rep. Betsy Coffia (D)

Rep. Alabas Farhat (D)

Rep. Reggie Miller (D)

Rep. Greg VanWoerkom (R)

Rep. David W. Martin (R)

Rep. John R. Roth (R)

Rep. Alicia St. Germaine (R)

Economic & Community Development Committee

Senator Mallory McMorrow (D)

Chair

Mary Cavanagh (D)

Majority Vice Chair

Members

Dayna Polehanki (D)

John Cherry (D)

Kristen McDonald Rivet (D)

Jeremy Moss (D)

Erika Geiss (D)

Roger Victory (R) Minority Vice Chair

Jonathan Lindsey (R)

Michael Webber (R)

What happens next?

STEP 1

Committee hearing & vote to send to full House and/or Senate.

STEP 2

House or Senate approval of respective packages & sent to the other Chamber for a vote.

STEP 3

Goes to Governor for signature & enactment into law.

special thank you to our sponsors

- | | |
|--|---------------------------|
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| Film Lens | M-1 Studios |
| Sean Harrington | SAG-AFTRA |
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Get involved & donate at www.mifia.org



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AND WATCH IT GROW INTO
TOMORROW'S MULTIMEDIA PROGRAM

DONATE TODAY AND DAVID HADDAD
AND HADDAD'S INC WILL MATCH ALL
SPONSORSHIPS AND DONATIONS

\$10,000

THROUGH JAN 31, 2024

New Members **100**
Board Members **27**
Media Mentions **50+**

HADDAD'S



Qumulo



STRATTON CAMERA

WOODWARD ORIGINAL
DETROIT



SAG-AFTRA.



EDGE



Local 600
International Cinematographers Guild

HERTZSCHRAM
ACCESS EXCELLENCE

Let's Get Social

Facebook

 MiFilmIndustryAssociation

Page follows

2022: 2,598

2023: 3,115

Facebook Reach

2022: 24,086

2023: 30,289



Like by 15 others

  Thank you, incredible supporters for showing up in force at the Multimedia Jobs Act press conference! 🙌

More

LinkedIn

 michigan-film-industry-association

Followers

2022: 531

2023: 941

Impressions

2022: 44,319

2023: 50,384

Instagram

 michiganfilmindustry

Followers

2022: 244

2023: 1,301

Reach

2022: 1,120

2023: 12,605

Twitter

 @MiFilmIndustry

Followers

2022: 116

2023: 174

We Need You to Step Up
for the Michigan Film
& Commercial Industry!
We are Counting on You.

www.mifia.org



Michigan film industry association

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What can **you do?**

5 ways to support **MiFIA**

- 1 Take action!** <https://mifia.org/take-action>
- 2 Donate**
- 3 Sign up for a MiFIA Membership (corporate, individual and student)**
- 4 Spread the word - follow our social pages, share with your friends**
- 5 Join a committee**

Join a **Committee**

Legislative Action Committee - Drafting legislation, informing lawmakers, engaging with state legislators' groups, and collaborating with entities such as the Treasury, Governor's Office, Legislature, Michigan Economic Development Corporation, Convention and Visitors Bureau (or tourism bureau), and Michigan Chambers.

Chair:



Alexander Page

alexanderpage77@hotmail.com

Fundraising and Outreach Committee -

Organizing and implementing networking events focused on film and multimedia in Michigan, as well as spearheading fundraising campaigns.

Chair:



Matthew Peach

mpeach@tri-omega.net

University and Education Outreach Committee -

Connecting with academic institutions to promote collaboration and support educational initiatives in Michigan's film and multimedia industry.

Chair:



Geoff George

geoff@geoffgeorgedp.com

Join the MiFIA email list to learn about our grassroots advocacy, updates on the MMJA, and upcoming film events and updates.

Sign up today by following the link below:

www.mifia.org/sign-up

**Let's do
this for
Michigan.**



Michigan film
industry association

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