

Letter from the Chair

2022 has been an eventful year for Michigan's film industry!

Film production generates thousands of jobs, promotes commerce and tourism, and boosts our economy. As of today, over 40 states and 90 countries have a film program in place, resulting in billions of dollars being invested into the economies of competing states.

A film incentive will bring new industry opportunities to our state while strengthening Michigan's talent base and labor force.

MiFIA cannot exist without financial support. To keep the program alive for generations to come, MiFIA will always need to exist.

Help us capitalize on the rare opportunity to pass a film incentive with the new, 2023-24 state Legislature. Signing up for a MiFIA membership and making a donation of any size will help us get ready for the big push in 2023.

David Haddad, Chair

Events and Outreach

MiFIA hosted a number of events to rally support for the return of a film incentive program to our beautiful state.

4/12 Town Hall • *Metro Detroit* • 300+ attendees

5/9 Town Hall • *Traverse City* • 75+ attendees

5/11 Town Hall • *Grand Rapids* • 200+ attendees

5/17 Support the Film Incentive with *Doctor Strange in the Multiverse* • 75+ attendees

6/14 Royal Starr Filmmaker Community Mixer
100+ attendees



MiFIA and Legislators



Together We Contacted

110
House Members

38
Senators

Looking to 2023

73
New Legislators

Climate very favorable for passage
of the film incentive program

What happens next?

STEP 1

Refinement to legislation,
sent to Legislative Service
Bureau to be turned into blue
backs for introduction

STEP 2

Identification of
bipartisan bill
sponsors



STEP 3

Bill introduction and
referral to committee



STEP 4

House approves and sends
to the Senate for approval

STEP 5

Goes to Governor for
signature and enactment
into law



What can **you** do?

3 ways to support **MiFIA**

- 1** Sign up for a membership
- 2** Donate
- 3** Spread the word, follow our social platforms

Join the **Committee**

Legislative Action Committee - drafting legislation

Chair:



Alexander Page

alexanderpage77@hotmail.com

Fundraising and Outreach Committee - supporting MI film events and providing fundraising efforts to support MiFIA

Co-Chairs:



Mick Kelly

mick@pm1pro.com



Matthew Peach

mpeach@tri-omega.net

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

Sign up today by following the link below:

www.mifia.org/sign-up



Sponsor Shoutout

MiFIA's ability to exist as a viable industry association solely depends on the generosity of our sponsors, donors and members. A special shoutout to the following groups and individuals:

Sponsors:

Braincell Camera	Production Management One
Haddad's Inc	Teamsters 299
Lowing Light & Grip	Teamsters 337
Fantasee Lighting	Teamsters 406
IATSE Local 38	Teamsters 243
IATSE Local 26	Woodward Original
International Cinematographers Guild Local 600	M-1 Studios
Stratton Camera	Alexander Page
Hertz Schram	Sean Harrington
Parable Pictures	Larry August
	John Ryan

Get involved & donate at www.mifia.org

2022 Donations | **508**



MAKE A **CORPORATE OR PERSONAL DONATION TODAY**

AND WATCH IT GROW INTO TOMORROW'S FILM PROGRAM

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

\$15,000
THROUGH DEC. 31, 2022

New Members **143**
Board Members **24**
Media Mentions **60+**



Lowing Light & Grip

1600 Whiting Street SW / Wyoming, MI 49509 (Grand Rapids)
888-530-7440 / info@lowinglight.com



Local 600
International Cinematographers Guild



Let's Get Social

In an interview with Macomb Daily, Gov. Whitmer stated her support and emphasized her desire to revive Michigan's film sector and hailed bipartisan film incentive bills as a valuable investment for Michigan.



Facebook

Page likes:

2021: 1,833
2022: 2,281

Page follows:

2021: 1,950
2022: 2,598

Facebook Reach:

2021: 11,311
2022: 24,086

↑ **212.94%**

LinkedIn

Followers:

2021: 121
2022: 531

Impressions:

2021: 12,900
2022: 44,319

↑ **343.55%**

Twitter

Followers:

2021: 45
2022: 116

Impressions:

2021: 16,107
2022: 18,926

↑ **117.5%**

Instagram

Statistics from Oct. 2022 - Dec. 2022

We joined the Gram!

Followers:

2022: 196

Impressions:

2,855

Reach:

495



Liked by **21 others**

The manufacturing of film is now one of the top 5 industries in the world. Rather than mining natural resources, we are mining human talent!

It is time Michigan embraced our industry through an incentive program. Given the results of the recent election, MIFIA Chair David Haddad and Haddad's Inc. are matching all sponsorships and donations up to \$15,000.

We've come this far, let's make it happen Michigan!

Check out our
most recent
podcast

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

www.mifia.org

LISTEN NOW

PAST, PRESENT & FUTURE

of a Michigan Film Incentive

PODCAST STARRING
MIFIA Chair **David Haddad**
and **Matthew Peach**

