



MICHIGAN STRATEGIC FUND

MEMORANDUM

DATE: February 28, 2025

TO: The Honorable Sarah Anthony, Chair
Senate Appropriations Committee

The Honorable Jon Bumstead
Minority Vice Chair
Senate Appropriations Committee

The Honorable Mary Cavanagh, Chair
Senate Appropriations Subcommittee on
Labor and Economic Opportunity/MEDC

The Honorable Mark Huizenga
Minority Vice Chair
Senate Appropriations Subcommittee on
Labor and Economic Opportunity/MEDC

The Honorable Ann Bollin, Chair
House Appropriations Committee

The Honorable Alabas Farhat
Minority Vice Chair
House Appropriations Committee

The Honorable Nancy Jenkins-Arno, Chair
House Appropriations Subcommittee on Labor
and Economic Opportunity

The Honorable Jasper Martus
Minority Vice Chair
House Appropriations Subcommittee on Labor
and Economic Opportunity

FROM: Quentin L. Messer Jr., President
Michigan Strategic Fund

SUBJECT: FY 2024 Film Incentives and Credits Annual Report

Section 515 of the FY 2025 Omnibus Budget requires the Michigan Strategic Fund to provide an annual report on film incentives and tax credits at the same time as the report required under Section 455 of the Michigan Business Tax Act is submitted (Public Act 36 of 2007, MCL 208.1455). Pursuant to this requirement, attached is the FY2024 annual report.

In addition, a report on the activities of the Michigan Film and Digital Media Office (MFDMO) is also provided per Section 515(5), and includes an update on the MFDMO's efforts to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, such as its partnership with the Michigan Accelerates Computer Science (MACS) organization and associated events, including D-Hack 2023.

Please contact the MEDC Office of Legislative Affairs at medcgovrelations@michigan.org if you have any questions. In addition, please do not hesitate to contact me at messerq@michigan.org.

Attachments

cc: Members, Senate and House Appropriations Committees
Members, Senate and House Appropriations Subcommittees on Labor and Economic Opportunity
Senate Democratic and Republican Policy Offices
House Democratic and Republican Policy Offices
Jen Flood, State Budget Director
Kathryn Summers, Senate Fiscal Agency
Mary Ann Cleary, House Fiscal Agency



DATE: February 28, 2025

TO: Governor Gretchen Whitmer

FROM: Selam Ghirmai, Director

SUBJECT: Michigan Film and Digital Media Office Annual Report

Section 455 of Public Act 36 of 2007, the Michigan Business Tax Act, requires the Michigan Film and Digital Media Office (MFDMO) to submit an annual report on film incentives and tax credits for the previous year. Please find attached the annual report that fulfills this requirement.

Additionally, Section 515 of the FY 2025 Omnibus Budget requires the MFDMO to report on additional activities of the office. That information is included in this report as a courtesy to you.

Also included is an update on the MFDMO's efforts to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, including a partnership with the Michigan Accelerates Computer Science (MACS) organization and associated events, including D-HACK 2023.

Please contact the MEDC Office of Legislative Affairs at medcgovrelations@michigan.org if you have any questions.

cc: Quentin L. Messer Jr., President, Michigan Strategic Fund
Senator Mary Cavanagh, Chair, Senate Finance, Insurance, and Consumer Protection Committee
Senator Mark Huizenga, Minority Vice Chair, Senate Finance, Insurance, and Consumer Protection Committee
Representative Mark Tisdell, Chair, House Finance Committee
Representative Jason Hoskins, Minority Vice Chair, House Finance Committee
Kathryn Summers, Director, Senate Fiscal Agency
Mary Ann Cleary, Director, House Fiscal Agency

MICHIGAN FILM INCENTIVES

FY 2024: October 1, 2023 – September 30, 2024

TAX CREDIT PROGRAM

As of December 31, 2011, the Film and Digital Media Production Assistance Program has been operating within the scope of Section 29 of the Michigan Strategic Fund (MSF) Act and no longer approves new film tax credit applications under Section 455 of the Michigan Business Tax Act. However, previously approved projects may be issued a post-production tax credit certificate after the project is complete. In FY 2024, there were no post-production certificates for the tax credit issued.

As of September 30, 2024, a total of \$292,416,203.19 in film tax credits has 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.

CASH REBATE PROGRAM

During FY 2024, there were no Certificate of Completion requests approved and paid out by the State under the film incentive (direct cash rebate) program. These incentives are cash assistance under appropriated funding. Under Section 29 of the MSF Act, all projects approved in 2012 and thereafter are reported in the online MFDMO Dashboard, which can be found at: www.michiganbusiness.org/industries/mfdmo/film.

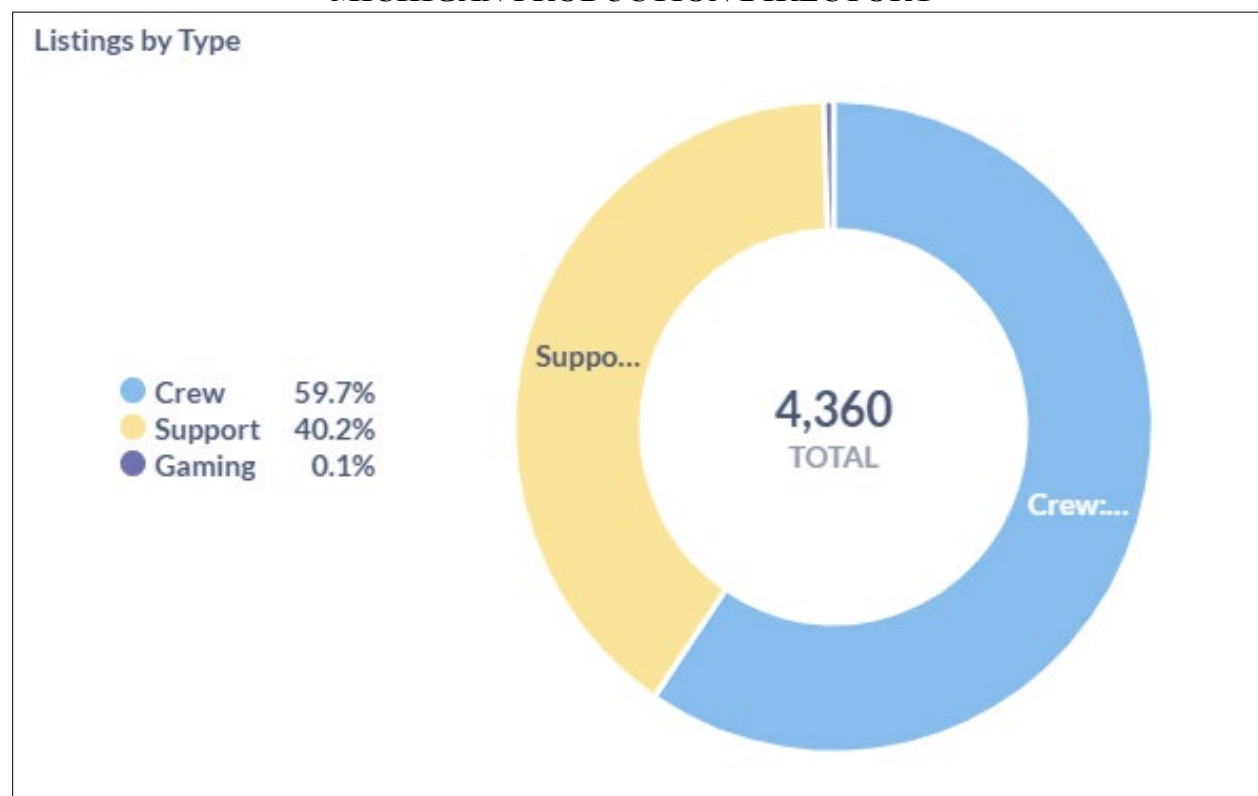
Michigan Film and Digital Media Office Annual Report

FY 2024: October 1, 2023 – September 30, 2024

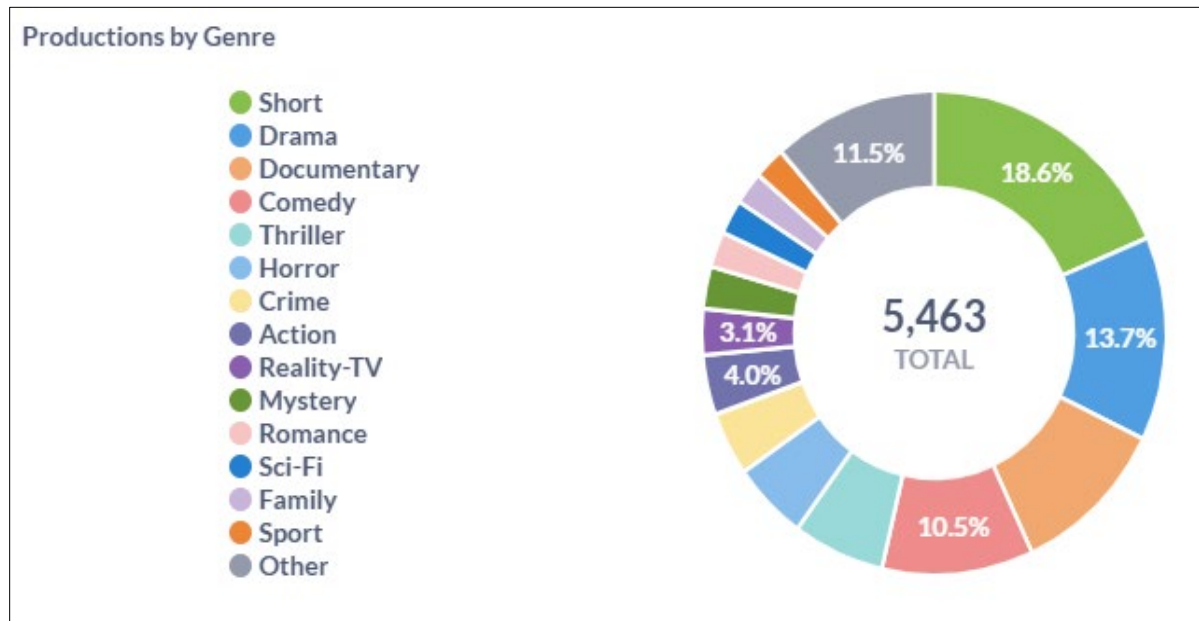
General Services Provided	
<p>For over 30 years, the Michigan Film and Digital Media Office (MFDMO) has positioned Michigan as a worldwide production destination for the film, digital media, and creative industries. Often the first point of contact for productions, the MFDMO provides the following services to create an attractive business climate that supports domestic and international production activity from around the world and connects them with Michigan's film industry talent and crews. These services are offered free of charge to all professional or student productions film in state.</p>	
Website	The MFDMO website provides information about the operation of MFDMO and the services it provides. It is the one-stop shop to connect productions with Michigan's skilled film industry talent and crew to launch their projects and match their scripts and settings to Michigan's diverse locations. Beyond the frequently used Production Directory and Locations Gallery, the website houses resources for educators, students, filmmakers, and game developers.
Production Directory	The Michigan Production Directory is a searchable database which features 4,360 crew, gaming and vendor listings that provide support services for the film and digital media industries. Michigan-based residents seeking work in the industry and Michigan vendors interested in securing film and production company clients are invited to create accounts to post their resumes and services here free of charge.
Location Directory	The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. It is housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The type of projects include, but are not limited to, film and television productions, commercials, still photography shoots, and miscellaneous events. It currently houses 86,972 photos representing 6,019 locations/properties throughout Michigan.
Location Scouting	Location scouting services are primarily leveraged by out-of-state productions surveying states across the nation for their projects. The MFDMO has provided 880 customized location packages to date. Beyond a referral to locations in the Gallery, the MFDMO connects productions to Michigan-based location managers/scouts listed in the Production Directory.

Contacts	2,796 total contacts (project, locations, etc.)
Traffic	There have been 524,073 visits to the Productions Directory and Locations Gallery.
Permitting	Assist local and out-of-state clients on permitting issues at the municipal, county, state and federal levels of government.
Film Tourism Archive	Reel-Tourism, the film tourism module of the MFDMO's Reel-Scout system, is a data bank of all 2,812 productions that have filmed at least one location from somewhere in Michigan. This archive of production activity is reserved for the MFDMO and partner tourism organizations to create maps, interactive tours, even mobile apps, that would allow film tourists to visit the locations as seen in the films they love. Reel-Tourism allows the State of Michigan to leverage all productions shot in the state that the public want to see and visit. It is a boon for the state on both the production and the tourism level.
Note	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 is described previously in this report under Michigan Film Incentives.

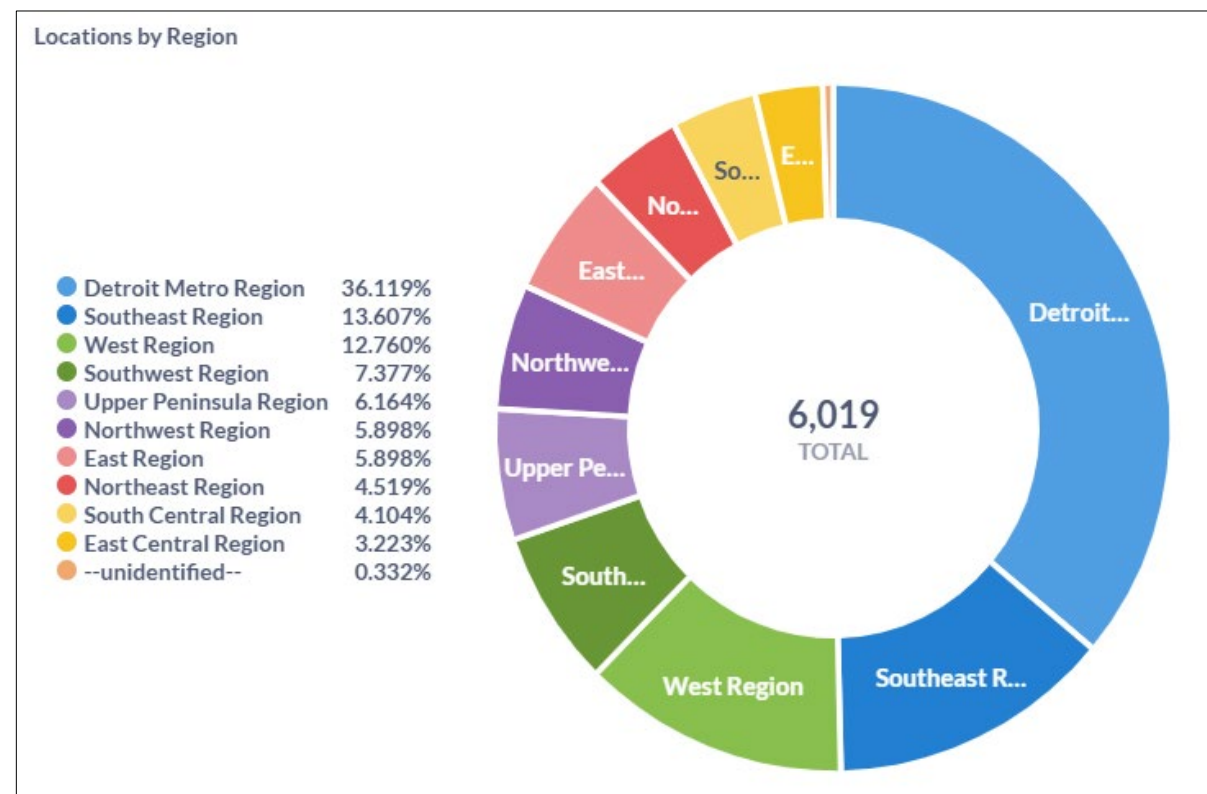
MICHIGAN PRODUCTION DIRECTORY



FILMS TOURISM ARCHIVE (FILMS WITH SCENES IN MICHIGAN)



LOCATIONS BY REGION



MICHIGAN LOCATION SCOUTING (SITE SELECTION) INQUIRIES

The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. It is housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The type of projects include, but are not limited to, film and television productions, commercials, still photography shoots, and miscellaneous events. It currently showcases 86,972 photos representing 6,019 locations/properties throughout Michigan.

The table below reports locations inquiries received in FY 2024. Please note, this report only includes location inquiries requested through the Reel-Scout Locations Gallery system and does not capture inquiries sent directly from the customer to the MFDMO phone, email, other referrals.

LOCATION SCOUTING (SITE SELECTION INQUIRIES) VIA MICHIGAN LOCATIONS GALLERY

DATE	LOCATION NAME	PROJECT TYPE
2023-10-01	Palmer House	PSA
2023-10-17	Pal's Diner	Still Photo Shoot
2023-10-17	Vito's Pizza Parlor	Still Photo Shoot
2023-10-17	Rosie's Diner	Still Photo Shoot
2023-10-30	Eboni's Contemporary Plymouth Home	Documentary
2023-10-30	English Village Brownstones	Documentary
2023-11-01	Vanity Ballroom	Multimedia / New Media
2023-11-01	Farwell Building	Multimedia / New Media
2023-11-01	Concrete Industrial Graveyard	Multimedia / New Media
2023-11-01	Cold Storage	Multimedia / New Media
2023-11-01	Russell Industrial Complex	Multimedia / New Media
2023-11-01	Highland Park Ford Plant	Multimedia / New Media
2023-11-01	Packard Plant	Multimedia / New Media
2023-11-26	Greenfield Village	Commercial
2024-01-18	Park Lane Apartments	Short
2024-01-21	Graphic Arts Lofts	TV Episode
2024-01-21	Beautiful Lakes Mansion	TV Episode
2024-01-24	Boston-Edison Historic District Home	Student Project
2024-02-21	1600 E. Grand Blvd.	Multimedia / New Media
2024-02-21	Van Buren Industrial Building	Multimedia / New Media
2024-02-21	US Steel	Multimedia / New Media
2024-02-21	Highland Park Ford Plant	Multimedia / New Media
2024-02-25	Detroit Medical Center	PSA

DATE	LOCATION NAME	PROJECT TYPE
2024-02-27	Warren Manufacturing Plant	Music Video
2024-02-27	TAB Properties	Music Video
2024-02-27	The Detroit Design Center	Music Video
2024-02-27	Budd Automotive Plant	Music Video
2024-02-27	Ford River Rouge Plant	Music Video
2024-02-27	Madison Heights Office and Warehouse	Music Video
2024-02-27	DPS Book Depository	Music Video
2024-02-27	Focus: HOPE	Music Video
2024-02-27	Eaton Steel	Music Video
2024-02-27	Packard Plant	Music Video
2024-02-27	Holcim Concrete Plant	Music Video
2024-02-27	Hangar 42	Music Video
2024-02-27	Hi Lex Controls	Music Video
2024-02-27	Nicholson Terminal - Ecorse	Music Video
2024-02-27	601 Piquette Warehouse	Music Video
2024-02-27	ELLA-KAR LLC	Music Video
2024-02-27	Oakland Air Hangar	Music Video
2024-02-27	Livingston County Airport	Music Video
2024-02-27	Custer Airport	Music Video
2024-02-27	Mason Jewett Field Airport	Music Video
2024-02-27	Ray Community Airport	Music Video
2024-02-27	Meyers Divers Airport	Music Video
2024-02-27	Brooks Field	Music Video
2024-02-27	Detroit City Airport	Music Video
2024-02-27	McLouth Steel Plant	Music Video
2024-02-27	I. F. Metalworks	Music Video
2024-03-04	North Campus Research Center	PSA
2024-03-04	16th District Court of Livonia	PSA
2024-03-04	Detroit Medical Center	PSA
2024-03-25	East Grand Rapids Residential	Commercial
2024-03-25	Eric's Reeds Lake House	Commercial
2024-03-25	Cotswold Manor East Grand Rapids	Commercial
2024-03-26	Wayne County Detention Facility	Feature (Independent)
2024-03-26	Wayne County Detention Facility	Feature (Independent)
2024-04-24	Tuthill Farms	Commercial
2024-04-24	LePage Farm	Commercial
2024-04-24	Dexter Farm on Trinkle	Commercial
2024-04-24	Neil's Ann Arbor Farm	Commercial
2024-04-24	Alfred's Farm	Commercial
2024-04-24	Janet's Farmhouse	Commercial
2024-05-08	Fontaine Motel	Music Video
2024-05-15	Lee Plaza Hotel	Short

DATE	LOCATION NAME	PROJECT TYPE
2024-05-15	Historic Barn & Farmhouse	Short
2024-05-15	Sproat and Clifford	Short
2024-05-15	Highland Park Ford Plant	Short
2024-05-15	Highland Park Ford Plant	Short
2024-05-15	Woodward Avenue Presbyterian Church	Short
2024-05-15	Packard Plant	Short
2024-05-16	Sunset Gravel Pit	Large Format (IMAX)
2024-05-16	Sproat and Clifford	Short
2024-05-16	McMath-Hulbert Observatory	Short
2024-05-16	Parking Garage Old Michigan Theatre	Short
2024-05-16	Erebus Haunted House	Short
2024-05-16	Former Detroit Police 6th Precinct Building	Short
2024-05-16	Historic Barn & Farmhouse	Short
2024-05-28	State Savings Bank	Documentary
2024-06-01	Torch Lake Family Home	Other
2024-06-06	Day Farm Road	Commercial
2024-06-08	State Savings Bank	Feature (Independent)
2024-06-17	New Center One	Documentary
2024-06-17	Renaissance Center Office Space Tower 400	Documentary
2024-06-17	Wayne State University Margherio Conference Center	Documentary
2024-06-20	Fisher Home	PSA
2024-06-20	Beautiful Lakes Mansion	PSA
2024-06-20	Belle Isle Casino	PSA
2024-06-25	Cavern Clubs	Video Games
2024-07-01	Factory Closed Ypsilanti	TV Weekly Series
2024-07-02	16th District Court of Livonia	TV Miniseries
2024-07-07	Field of Dreams Wedding Chapel	Video Games
2024-07-11	West Bloomfield Lakefront Cottage	Feature (Independent)
2024-07-11	Old Hudson Warehouse	Commercial
2024-07-11	Russell Industrial Complex	Commercial
2024-07-11	Brooklyn Outdoor Loft	Commercial
2024-07-11	Old Hudson Warehouse	Commercial
2024-07-11	Harbor House	Commercial
2024-07-11	The State Bar	Commercial
2024-07-11	American Coney Island	Commercial
2024-07-11	Freer House	Commercial
2024-07-11	Kronk Boxing	Commercial
2024-07-11	Elwood Bar	Commercial
2024-07-11	Grill and Bar Texas	Commercial
2024-07-11	London Chop House	Commercial
2024-07-11	The Bronx Bar	Commercial
2024-07-11	Cliff Bells	Commercial

DATE	LOCATION NAME	PROJECT TYPE
2024-07-24	La Chambre Lounge	TV News
2024-08-01	Russell Industrial Complex	TV Episode
2024-08-01	Ingham County Courthouse	TV Episode
2024-08-13	Neighborhood houses in Riverview	TV Episode
2024-08-13	Kathleen's Royal Oak House	TV Episode
2024-08-13	David's Ferndale Bungalow	TV Episode
2024-08-13	Sue's Waterford Township Home	TV Episode
2024-08-13	Paterson Home in Bloomfield Hills	TV Episode
2024-08-13	Cute House on Grayfield	TV Episode
2024-08-13	MyHouse	TV Episode
2024-08-13	DEARBORN HEIGHTS BUNGALO	TV Episode
2024-08-13	Tuchelske House	TV Episode
2024-08-13	DEARBORN HEIGHTS BUNGALO	TV Episode
2024-08-14	Eckert Acres	Short
2024-08-14	Grand Rapids Residential	Short
2024-08-14	Grand Rapids City Parks	Short
2024-08-19	TAB Properties	Music Video
2024-08-19	Budd Automotive Plant	Music Video
2024-08-20	Detroit Medical Center	Documentary
2024-08-20	Detroit Medical Center	PSA
2024-08-29	Pequaming (Ghost Town)	Feature (Independent)
2024-09-21	Oakland University	TV Miniseries
2024-09-23	Asian Style House in Woods	Feature (Independent)

SPECIAL PROJECTS

Michigan Locations Gallery modified to create first-ever multi-property account for Michigan-based property owners. Better ease-of-use for local property owners means growing Michigan's location assets to attract the film industry.

What is the Michigan Locations Gallery?

Powered by Reel-Scout, the Michigan Locations Gallery is an online database and public gallery of locations housed on the MFDMO website and is also integrated into the Reel-Scout Locations Hub website. Whereas the Hub is a global marketplace where productions that are undecided on their region of interest can survey and filter through locations from around the world (including Michigan), the MFDMO website is curated specifically to Michigan locations. This is a complimentary resource provided to assist productions in their site-selection process and win their business to the state. The type of projects includes, but are not limited to, film and television productions, commercials, still photography shoots, and miscellaneous events. It currently showcases 86,972 photos representing 6,019 locations/properties throughout Michigan.

Issue:

The Michigan Locations Gallery is an online database created expressly for filmmakers, film studios, production companies and property owners. Property owners interested in marketing their locations to the film industry are required to submit locations one by one. This can be cumbersome for property owners with multiple locations to submit.

Solution:

The MFDMO initiated a first-ever multi-property account or “group designation” with a Michigan-based property owner. This allows the property owner to more efficiently upload and manage their locations and, thereby, equips the MFDMO with a more abundant and diverse selection of locations to present to the film industry for their projects. Same toolkit, new functionality.

Testimonials:

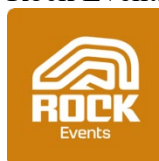
"The public-private partnership between the Michigan Film and Digital Media Office and Rock Events is the first of its kind across the nearly 150 film/screen offices we work with around the world. Rock Events' ability to upload all Rock Event-owned locations directly into the Michigan Film and Digital Media Office's Reel-Scout system is of tremendous benefit to both parties. Rock Events' locations benefit from substantial film industry exposure, and the Michigan Film and Digital Media Office benefits through crowd-sourced locations which are both camera-ready and open to production. It's a win-win."

Ed Henegar
President
Reel-Scout (Film Office Software Company)

reelscout

"Just wanted to say how much we're loving the Reel-Scout gallery on the Mi Film Website. We've been looking for a tool like it for a long time and really like how easy it is to update our locations. We tried creating a gallery through a website builder before, but it was time consuming and tricky to format. Our spaces come and go so quickly, so updating our old website really wasn't the most efficient software for what we needed. Reel-Scout makes it super convenient for our team to add, update or remove and is very user-friendly. It's also served us well beyond generating film/photo business, as we can use the gallery to showcase spaces for other events. Our CEO of Rock Events loves our new gallery and thinks it will be beneficial to several teams at our company. The video teams we've shown to have been very excited to see us add new spaces."

Matt Wendell
Team Leader, Location Logistics
Rock Events (of Rocket Companies)



STUDENT INTERNSHIP OPPORTUNITY

The MFDMO and the Michigan Film Office Advisory Council (MFOAC) brokered its first student internship opportunity between the [Wilson Talent Center \(WTC\)](#) and the [Capital City Film Festival \(CCFF\)](#).

The WTC, located in Mason, Michigan, is operated by the Ingham Intermediate School District and offers career and technical education courses for high school juniors and seniors. Nearby in Lansing, Michigan, the CCFF is an annual festival which showcases an eclectic mix of independent films, live music, interactive media, and more in Michigan's capital city. It celebrates artists from around the world by curating outstanding multimedia experiences for the community. The 2025 Capital City Film Festival takes place April 2-12.

This internship opportunity was initiated by Niki Adams who, as a WTC New Media Instructor and Council member, advocates for the creation of meaningful work experiences for Michigan's talented youth. After several brainstorming, research and planning sessions with the MFDMO, they invited CCFF to the table to explore collaborative opportunities, after which the CCFF enthusiastically offered its first student internship to one of WTC's students in New Media. The Film Office and Council thank CCFF for their commitment to cultivating Michigan's next generation of storytellers.



Testimonials:

“The Capital City Film Festival is excited to collaborate with the Michigan Film Office and the Wilson Talent Center to develop a robust internship program. Together, we share a commitment to nurturing emerging talent and providing valuable insights into the inner workings of the film industry. Following productive preliminary discussions, we are optimistic about launching this program in time for the 2026 festival season.”

Samantha Le
Board President
Capital City Film Festival



“A student in the New Media program will be gaining an incredible opportunity to bridge the gap between classroom learning and real-world application. The Capital City Film Festival is partnering with our program to offer one talented student the chance to contribute to this prestigious event.

Thanks to Selam Ghirmai from the Michigan Film and Digital Media Office connecting the New Media program with Capital City Film Festival for making this connection happen. For a student in the New Media program, this is more than a work-based learning opportunity—it’s a chance to make their mark on the community while exploring careers in the dynamic world of film and digital media.”

Niki Adams
New Media Instructor
Wilson Talent Center
Ingham Intermediate School District



“I am extremely excited and honored for the first students selected for an opportunity like this for the Capital City Film Festival. This is an amazing opportunity to learn from industry professionals, contribute to something I’m passionate about, and grow both creatively and professionally. I’m looking forward to being part of such a dynamic event and can’t wait to see what this journey holds!”

Autumn Walton
Student and future CCFF intern
Wilson Talent Center



SPEAKING ENGAGEMENTS

MFDMO was invited to speak to the Michigan Chapter of the National Association of Theatre Owners. It is the largest exhibition trade organization in the world, representing over 30,000 movie screens in all 50 states, and additional cinemas in 73 countries worldwide.

“Michigan’s movie theaters are not just places of entertainment; they are vital economic engines and cultural hubs, where the legacy of the ‘big screen’ meets the future of digital media. In this crucial time for the state’s creative industry, the insights provided by Selam Ghirmai, Director of the Michigan Film and Digital Media Office, are invaluable for theater leadership, keeping them connected and informed. This ongoing dialogue is key to preserving and growing the cultural and economic impact of Michigan’s local movie theaters.”

Matt Breslin
Executive Director
National Association of
Theatre Owners of Michigan



MFDMO was invited to speak to the Tourism Industry Coalition of Michigan, which brings together members of the hospitality industry to support Michigan's 3rd largest industry - tourism.

"The Tourism Industry Coalition of Michigan had Selam Ghirmai speak at our December 2023 meeting on a variety of topics including film festivals, the pending tax credits, digital media/gaming updates and other statewide offerings from the Film and Digital Media Office. Many of our 60+ diverse members statewide will receive economic benefits from working with the FDMO office and enjoyed learning about ways to collaborate."

Larisa Draves
Executive Director
TICOM



The MFDMO was invited by the Kent County Hospitality Association (KCHA) to speak at their tourism industry meeting about the intersection between film and tourism. According to the Association of Film Commissioners International, “one in every five tourists are motivated by the movies and TV programs that they have seen”.

“Throughout the year, KCHA hosts speakers at its membership meetings to share information about various sectors of the tourism industry both at a local and statewide level. It had been some time since we had an update on the film initiatives in Michigan. Not only was it entertaining to

hear from Selam about the various projects that have developed in Michigan over the years, but our members also learned how their companies can get involved with future productions through the database program.”

**Dianna Stampfler
Executive Director
Promote Michigan**



The MFDMO was invited by Michigan State University to speak to a class of 45 students enrolled in a Media History course.

“This class has a large contingent of students who are majoring in film and video production and having a representative from the Michigan Film Office is a wonderful way for the students to both be aware that the office exists and why it is important to the Michigan film industry. Undergraduate students typically have little direct connection with the professional world and class visits like this help to bridge that gap.”

**Robert Prince
Adjunct Professor, Digital Storytelling
Michigan State University**



The MFDMO was invited by the University of Michigan to speak to students enrolled in a course with the Department of Film, Television, and Media.

“Selam Ghirmai has visited my "Contemporary Film Industry" class at the University of Michigan to discuss the Michigan Film and Digital Media Office and has become a vital element of that course. This class offers a study of Hollywood as a business and culture of production, examining the way the industry is organized and the reasons why it is structured the way it currently is. We look at many of the different people and organizations that make Hollywood function, including producers, talent agents, unions and guilds, marketing and advertising agencies, lobbyists, and lawyers, to name a few.

I always bring Selam into my class during the last week of class, as one of the "capstone" lessons that integrate so much of what we've learned and, crucially, that brings all the issues we've studied "home" and grounds them in the practical realities of Michigan. Selam provides an overview of the work that the MFDMO does, the services it provides, and its beneficial impact on the state of

Michigan. Students are consistently inspired by her talk, as many of them have not heard of the MFDMO previously and wish to explore job and career opportunities in the state. She is engaging, informative, and encouraging and I am always impressed by the great impact she has on my students.”

Dan Herbert (he/him/his)
Department of Film, Television, and Media
University of Michigan



The MFDMO partnered with the 2024 Actors and Film Conference to coordinate and speak to aspiring actors and industry professionals for a weekend of valuable insights, engaging workshops, and meaningful networking opportunities within the film industry. The panels included an esteemed lineup of panelists with significant credentials (see promotional flyer below).

THE VERITAS EXPERIENCE
IN PARTNERSHIP WITH
BRANDON T. JACKSON ENT.
PRESENTS

ACTORS AND FILM CONFERENCE

APRIL 27TH AND 28TH DETROIT, MI

HEADLINERS

Dennis Reed II
 Writer, Director & CEO of DR2 Productions

Rhavyann Drummer
 Casting Director, Tyler Perry Studios

Brandon T. Jackson, Actor, Author, and Comedian

Chaz Shepherd, Temptations, Set It Off & the Marvin Sapp Story

Acting Intensive with Ser Darius Blain, Jumanji, Will Trent & American Underdog

Executive Producer Roundtable
 With Joe Smith, EP & CEO, Joe Smith Media & Dejuan Ford, Actor & Executive Producer

Maximizing Your Media Interview
 with Award-winning Celebrity Publicist, Alex Hill II, and Detroit TV Anchor and Radio Host, Jay Towers

The Future of Film in Detroit
 featuring Mena Monroe (Ms. Tubi) Actress, Writer and Producer & Darren Brown, CEO of Darren Brown Films

MONOLOGUE COMPETITION WITH OVER 1000 IN PRIZES.

ANGELA DUNLAP
 Award winning writer and director

T.J. HEMPHILL
 Award winning playwright Producer & Filmmaker

GEORGE MIDDLEBROOK
 Actor, Producer & Stuntman

BILL SWIFT
 Weapons & Armory Stunt Intensive

KING WESLEY
 Actor & Acting Coach

Bring your headshot and meet with judges and other casting directors and producers currently casting for projects

Limited spots available register today at www.castingconnectcentral.com/events-1

for questions email info@castingconnectcentral.com

MICHIGAN FILM AND DIGITAL MEDIA OFFICE SUPPORTS D-HACK 2023

In alignment with the Michigan Economic Development Corporation (MEDC) strategic plan, the MFDMO works to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives. This includes the creation of the Michigan Accelerates Computer Science (MACS) organization (co-founded with Accelerate4KIDS non-profit) and supporting of its events. MACS is a collaborative made up of public, private, education and community stakeholders to host this interactive, educational event and promote the shared mission of increasing access to computer science education. This year MACS participated in D-Hack 2023.

D-HACK 2023 invited Detroit Public Schools Community District (DPSCD) students interested in advancing their knowledge of computer science, marketing, and entrepreneurship to register for a Hackathon event focusing on Artificial Intelligence/Machine Learning. The event took place in Detroit on December 2, 2023. For twelve hours, these high school students were able to learn from instructors and guest speakers from the industry to get structured hands-on experience to solve real-world problems.



Michigan Film & Digital Media Office: Partnerships

Support for D-HACK December 2023

Detroit Hackathon (D-Hack) 2023 Impact Report

The 6th Annual Detroit Hackathon (D-Hack) hosted by Accelerate4KIDS® was a successful event on Saturday, December 2, 2023, at the Ford Resource and Engagement Center Southwest campus (2826 Bagley Street, Detroit, MI 48216). The 12-hour hackathon had 31 students participate with 14 high schools represented, including the Detroit School of Arts, Cass Technical, Central, Mumford, Martin Luther King Jr., and Renaissance. Additionally, Detroit Charter Schools joined the event, including Cesar Chavez, Jalen Rose Leadership Academy, and Old Redford. The D-Hack's mission of exposing and educating high schools about Generative Artificial Intelligence (AI), entrepreneurship, digital marketing, and public speaking was accomplished.

The D-Hack challenged students to design an original idea using Generative AI technology, such as Stable Diffusion along with a Lean Canvas business model, and website and social media postings. No experience was required to participate, and workshops were available throughout the day for students to gain knowledge. The students participated in teams of three to five members, and they could either request their teammates or be assigned to a team at the time of the event. Each team consisted of at least one technologist, marketer, and business developer role.

Students were afforded the opportunity to attend technical, marketing, business, and developer workshops throughout the day. The technologists' responsibility included developing a product or service using Generative AI and learning how the technology could be incorporated into their business idea. The technical workshops provided students with an opportunity to learn about Generative AI and create models using Stable Diffusion. The digital marketing role included designing a website and social media posting. The marketing workshops taught students how to design a website using Wix and create a video to post on a social media platform like Facebook and Instagram. A business developer worked with the team to design a lean canvas business model along with a final presentation slide to pitch their idea. The workshops taught the students how to develop and present a lean canvas that included the problems their idea solved, how to go to market, the financial expense and estimated revenue, their advantage over their competitors, and how to give back to the community.

Overall, the team's goal was to develop a presentation to pitch their business idea and the potential of a real business for a chance to win cash prizes. They also explained to the judges how they collaborated as a team. The judges used rubric scales for scoring the teams and the first, second, and third place teams won \$1,000, \$500 and \$250 respectively.

Planning:

The D-Hack 2023 was organized by Accelerate4KIDS and supported by volunteers from the following organizations: Accelerate4KIDS, MFDMO/MEDC, Detroit Apple Development Academy, Reply, Modern Software, TEALS and Snap. Sponsors for the D-Hack were Ford Motor Company Fund, Michigan State University Federal Credit Union, and Desk Drawer Fund.

The planning committee focused on developing the agenda to meet the objectives of the D-Hack, executing the plan and coordinating the D-Hack activities. For four months,

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starting in September through November, D-Hack committee members joined one or more of the following groups to support the planning initiative including technology, marketing, and recruiting. Each group met separately and came together biweekly to update the committee of their status. The committee focused on securing sponsors, planning logistics, employing multiple marketing strategies, recruiting student participants and volunteers, brainstorming and finalizing event details (agenda, guest speakers, Stable Diffusion users, DJ, workshop instructors, volunteers, merchandise/resource bags for students, food etc.) and procuring equipment (Wi-Fi, laptops, supplies, etc.) which was ongoing until the day of the event, Saturday, December 2, 2023. The event agenda included the following:

8:30 AM	Early Check-In
9:00 AM	Check-In and Breakfast
9:30 AM	Opening Ceremony
10:00 AM	Hackathon Begins
10:30 AM	AI Workshop #1 – Stable Diffusion AI
	Business Workshop #1 – Lean Canvas Business Model
	Marketing Workshop #1 – Website Design
12:00 PM	Lunch and Ethics in AI Discussion
1:00 PM	AI Workshop #2 – Stable Diffusion Modeling
	Business Workshop #2 – Presenting Your Best
	Marketing Workshop #2 – Social Media Marketing
2:00 PM	Open Help Hours
5:00 PM	Dinner
6:00 PM	Prep for Presentation/Pitch
6:30 PM	Presentation/Pitch Begins
8:30 PM	Awards and Closing Ceremony
9:00 PM	Check-Out

Marketing:

The marketing team promoted the D-Hack by creating a website, a social media page and partnership platforms. The website was supported by Accelerate4KIDS and social media present was supported by Accelerate4KIDS.

Sponsorship:

The sponsorship team developed a sponsorship deck to enlist corporate and individual support for the D-Hack. The sponsorship team was successful in securing \$19,000 in sponsorship from the Ford Motor Company Fund, Michigan State University Federal Credit Union, and Desk Drawer Fund.

Recruitment:

The recruitment team was tasked with securing guest speakers, mentors, coaches, volunteers and students to participate in the D-Hack.

The recruitment team was successful in enlisting Michigan Lieutenant Governor Garlin Gilchrist II and Deputy Superintendent of Detroit Public Schools Community District

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(DPSCD) Alycia Meriweather to return as guest speakers. Judges included Hassan Hammoud, Senior Manager of Ford Motor Company Fund, and Kalisha Davis, Computer Science Equity Programs Project Manager. In addition, Derien Stephens of TestFit and AI specialist spoke on the Ethics of AI.

The marketing and recruitment teams targeted computer science teachers and students at eighteen DPSCD high schools through the district's internal, parent and student hubs, as well as external pages and social media sites to post information about the D-Hack.

Initial teacher and student response to the marketing plan proved to be a challenge so marketing efforts were expanded to include all DPSCD students (non-STEM). In-person, school visits were implemented to generate interest in the D-Hack and recruit students by conducting live demonstrations for teachers and students to help them understand the purpose of the D-Hack and share how their participation in the D-Hack would expose them coding, marketing and entrepreneurship through the introduction of AI and how to use this technology as creators, not just end-users and its role in the in-demand career options of the future.

Despite the initial challenge of recruiting students to participate in the D-Hack, the recruitment team was successful meeting its goal of recruiting 55 students in order to have a surplus of participants to establish a waitlist in excess of the goal of a maximum, fifty-one participants. Only 31 students participated in the event.

Conclusion:

Through the hard work of our committee members, organizers and the generosity of our sponsors, the D-Hack pilot program was a resounding success.

There were thirty-one high school students from fourteen schools, with 9 teams of three to five students competing, 28 volunteers assisting with registration, logistics and activities throughout the day, twelve hours of hacking, and three winning teams including 1st place going to team PictureIT!, 2nd place was Dimensional Blue, and 3rd place was Face Guard. The feedback has been overwhelmingly positive from parents, students, volunteers, organizers and sponsors with expressed interest for the D-Hack to return in 2024.

Testimonials:

An anonymous survey was provided at the conclusion of the D-Hack event prior, and the results were extremely positive from the students. Here are some testimonials and survey results from the students.

"I would say the experience was a great learning opportunity and a great chance to network with like-minded people."

"It was really fun, though there were stressful times, the end result was worth every bit of time."

"It is an amazing learning opportunity and experience, and every high school student should take advantage of this."

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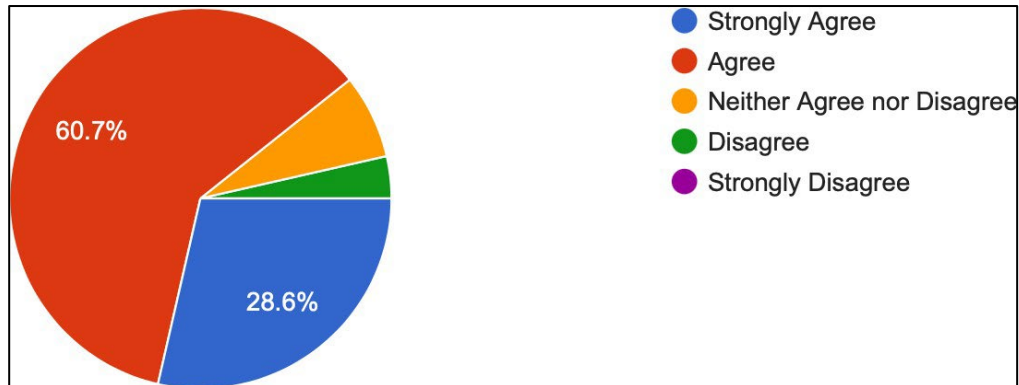
"This is a great experience and met new people so I would 100% recommend this and do this again."

"D-Hack was a wonderful experience; I loved it so much. I'm sad to even leave, if I get this opportunity again, I'll definitely do it again."

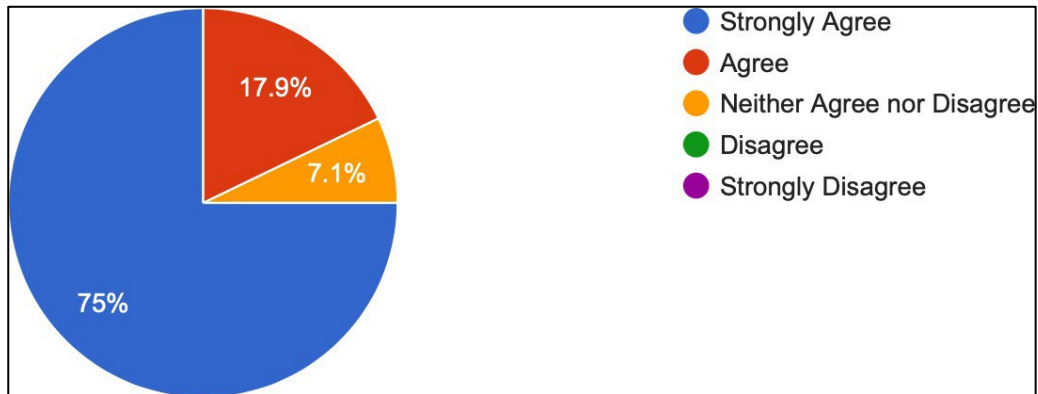
"It's an experience you won't experience unless you attend here."

Survey Results:

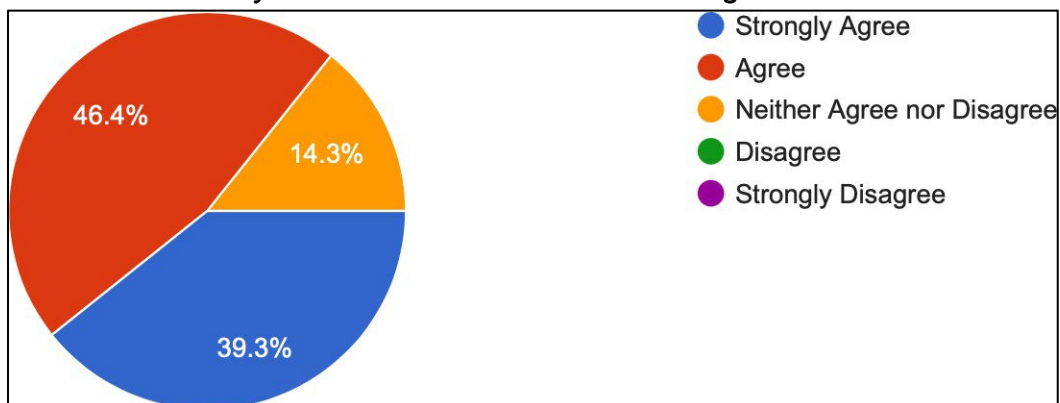
Survey: Students would consider participating in future D-Hack events.



Survey: Students thought the speakers and instructors were helpful in their roles.



Survey: Students learned about creating a business.



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Photos:



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