

ANNUAL REPORT - APPENDIX A

MICHIGAN FILM & DIGITAL MEDIA OFFICE

FY2017 STRATEGIC PLAN ACHIEVEMENTS IN REVIEW

In May 2015, the Michigan Film & Digital Media Office (MFDMO) released a strategic plan. The plan included short- and long-term goals and recommendations to help bridge gaps amongst the creative industries, promote Pure Michigan, improve transparency and communication to legislative partners, and ultimately ensure that taxpayer dollars are being used wisely. 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 continues to work diligently to implement as many recommendations as possible. Please find a listing of the completed recommendations below that were accomplished in fiscal year 2017.

TALENT DEVELOPMENT



Each project produced in Michigan provides the opportunity for the Michigan-based creative class to further develop their abilities. Promoting, strengthening and increasing local film and creative talent encourages this workforce to stay in Michigan, continue contributing to the local economy by developing their own content while attracting contractual work from out-of-state production and digital projects.

Recommendation: *Partner with film and creative industry members to conduct workshops in various regions of the state to provide training, connect talent with employment opportunities and increase awareness of the film and creative industry's breadth and depth in the state.*

Action: This recommendation has been accomplished through a variety of opportunities including sponsorship of talent training workshops across the state, co-hosting a Pure Michigan Business Connect (PMBC) for Creative's and solidifying film projects in Michigan, despite the lack of incentives. Below are some highlights:

- Developed and implemented the Creative Chamber pilot program. This pilot serves five communities of Marquette, Traverse City, Grand Rapids, Ann Arbor and Detroit. These five communities reflected a passion to grow their local creative economy, represented geographical diversity across the state and already had existing relationships with the MFDMO. The pilot program engages the business and creative industries and empowers the communities to: 1) syndicate for the purposes of attracting more and better jobs, 2) create a creative and culturally-friendly environment making communities an attractive place for individuals to live, work, and play, and 3) encourage the retention and growth of talent in the creative and cultural economy. The five pilot communities are in the process of developing recommendations that fall under each of the three pillars in the first year. Years two and three of this pilot program are dedicated to the implementation of the recommendations. The Creative Chamber pilot program was unveiled in May of 2017 through the [promotion of](#)

[this video](#). This program has also earned the support of the Governor's office and was included in the Governor's [Building the 21st Century Economy Commission](#) report that was unveiled during the Detroit Chamber Policy Conference on Mackinac Island.

- Elevated Michigan's exposure on the national and international levels with attendance to SXSW (South by Southwest) in Austin, Texas. During the event, the MFDMO participated on a panel to discuss the impact of the creative economy on the tourism industry. Other panelists represented ArtPrize and The Henry Ford.
- Developed a public/private partnership with the City of Detroit, called the Detroit Film Initiative (DFI), to continue to attract film productions to the region. Private partners that were willing to off-set their costs for a film production were brought to the table and in partnership with the MFDMO and City of Detroit, were able to solidify Comedy Central's first and second TV series seasons of *Detroiters* that is in production Summer, 2016 and 2017. This will yield a significant private investment impact for the City of Detroit and will also engage youth in hands-on learning experiences of working on a film production.

At the 2017 Traverse City Film Festival in July, the MFDMO sponsored and participated on a panel to discuss some of the most frequently asked questions presented to the MFDMO by creatives across the state. The audience included aspiring filmmakers, students and other film aficionados attending the film festival. Topics covered included scripts, hiring crew, finance, legal considerations, logistical planning, sets, lighting, sound, cameras, rehearsal, recording, editing, effects, final cut, and distribution.

Recommendation: *Maintain efficient and accurate production, crew and locations directories that pair local talent with available production positions. Enhance the growth of these directories through promotional efforts by the office, industry partners, regional film offices, and MFO advisory council members.*

Action: This recommendation has been accomplished through the continual promotion of the MFDMO's online production directory and the expansion of adding a digital media online directory. The maintenance of the production, crew and locations directories remains an ongoing process within the MFDMO. At present, there are 3,446 crew members and support service listings as part of the production directory. Similarly, new submissions are routinely made to the locations directory. Presently, there are 6,056 locations listed.

Recommendation: *Encourage production companies to participate in film crew advancement efforts that focus on and include on-the-job training and mentorships to increase the skills and talents of those involved with the overall production*

Action: Partnered with Mayor Duggan’s office to develop the first-ever film internship program within the City’s Grow Detroit’s Young Talent (GDYT) program. Grow Detroit’s Young Talent (GDYT) is a 10 week summer youth employment program that combines work readiness training with on-the-job experience designed to prepare young Detroiters, ages 21 to 24, for Detroit’s workforce. Comedy Central’s comedy TV series, DETROITERS, is the first film industry employer partner to participate by employing approximately 20 youth during the shooting of season 1 from June – August 2016. Some of the youth that interned during the filming of season 1 in 2016 were hired for season 2 in 2017.

Recommendation: *Explore opportunities for above-the-line and below-the line talent to participate in Michigan-based community service programs and organizations*

Action: This recommendation has been added to each and every pre-production meeting conducted with a production company encouraging them to participate in a community service organization of their choosing to further giveback to the region. Additionally, the MFDMO believes in leading by example and is proud to serve on the Michigan Children’s Trust Fund Advisory Committee and gift subcommittee. This is an opportunity to leverage the creative industry to support a worthwhile effort of preventing child abuse and neglect. The MFDMO’s participation yields set visits, opportunities to serve as extras in productions, studio tickets, and memorabilia from production companies.

Recommendation: *Create a talent bank of private employers that are willing to provide internship and apprenticeship opportunities for individuals interested in pursuing a film or other creative industry career, including the skilled trades.*

Action: Rather than creating a database specific to the creative industries, we leveraged the work that a fellow business unit at the MEDC and TED had already completed with regard to internships. Our colleagues at *Pure Michigan Talent Connect (PMTTC)* created a portal that connects active internship and job seekers with job providers across all sectors in the State of Michigan. We created a link for internship seekers on the “Jobs/Education” tab of our website that redirects to the PMTC internship portal.

DIGITAL MEDIA



Most individuals utilize a phone, computer or other electronic device throughout the day. It continues to become part of a lifestyle and Michigan is home to some of the most talented individuals in this area. Strengthening the support of this industry and developing partnership with the private sector can help Michigan become the Midwest hub for digital media.

Recommendation: Create public/private partnerships with those interested in growing the digital media sector in our state and help foster the economic growth of this industry. This yields the opportunity to declare Michigan as the Midwest digital media hub of the country.

Action: The MFDMO has experienced many wonderful opportunities and an engaging private sector that is also focused on elevating the digital media and tech industries. Below are some of the highlights:

- Partnered with *Google* to advance their [CS First](#) Program in Michigan Schools. This is an online program available to all schools in the state at **no cost** to them Michigan taxpayers. The program is designed for 4th-8th graders. In the first year of this partnership, school year 2015-2016, 4,500 students participated in the CS First program. In the second year that number increased to a total of 6,200 for school year 2016-2017. Due to its success, Google is leveraging the MFDMO's partnership to be a model for other states around the country to mirror and has created a [Michigan specific landing page](#) where the total impact can be further measured and promoted to encourage more schools and organizations to participate in this unique curriculum. Additionally, Google has also created a national Partners page which highlights Michigan's success story. Google stopped providing headphones to participating CS First schools in late 2015, so the MFDMO started providing basic headphones to schools in September of 2016. By the end of the fourth quarter 2016, the MFDMO had already distributed approximately 300 individual headphones to partner schools. A total of 2,880 headphones have been distributed to youth since the beginning of the program. Finally, in consultation with the Michigan Department of Education, the MFDMO implemented *Credly, Inc.*'s badge-based micro-credentialing service for CS First students; a *digital credit badge* documents and includes evidence and criteria about the CS First module the student has studied and earned). Both the headphones and the CS First digital badging are only available to schools who sign up for the CS First program through the MFDMO portal.
- Honored by *MACUL* with the *President's Award*. This award is given in recognition of the MFDMO's contribution to the advancement of the use of technology in education. Specifically, the MFDMO was acknowledged for the expansion of the office name to include "digital media" and for partnering with *Google* to advance computer science education through the CS First program.



EDUCATION

With several high schools, colleges, and universities across Michigan providing film and creative industry programs, there is an opportunity for the MFDMO to strengthen relationships with these institutions, utilize the skills and talent of our youth and apply employment matchmaking and place making techniques to encourage their decision to stay in Michigan and continue investing in its economy.

Recommendation: *Maintain an updated listing of high schools, colleges and universities with creative programs in the state and help connect students with industry related professional for hands-on educational opportunities, including skilled trades and digital media.*

Action: We offer a list of college and university programs in the fields of film and digital media/computer science on our website. This gives current or prospective students considering a career in the creative industries a resource to learn which programs may be the best fit for them. Going forward, we hope to include separate lists for additional college/university creative study programs such as music, fashion and design as well a list of creative arts specific high schools around the State of Michigan.

Recommendation: *Strengthen relationships with high schools, colleges and universities that have a creative program by offering in-class presentations about the creative industry from the state's perspective and by connecting with social media directors to leverage messaging efforts.*

Action: The MFDMO partnered with Crain's to present the Detroit Film Initiative through a webinar with participants from the MFDMO, the City of Detroit Mayor's office and Comedy Central's *Detroiters*. This webinar provided education on the DFI and ways filmmakers and businesses can engage in the program and make it grow. This specific webinar received more participation than other webinars hosted by Crain's in the past.

Recommendation: *Connect high school, college and university ambassadors for the creative industry with the MFDMO advisory council to solicit their ideas, support their efforts and encourage the growth of youth in the creative industry.*

Action: The Michigan Film Office Advisory Council (MFOAC) is required by statute to meet three times a year. Since the unveiling of the 2015 Strategic Plan, the MFDMO has made it a priority to engage schools in the regular MFOAC meetings. Over the past year, the MFOAC has heard from Interlochen Center for the Arts and Delta College.

In addition to hosting students at regular Advisory Council meetings, the MFDMO is also a proud host to many interns throughout the year. In 2017, the MFDMO mentored four students who are interested in pursuing the creative industries as a career.



PROMOTION

Michigan has a comeback story to tell – the economy continues to improve and Detroit is now thriving. One of the best ways to convey this positive message is through the creative industry.

Recommendation: *Solicit and feature return-to-Michigan stories in newsletters, legislative reports, social media and on the MFDMO website that highlight individuals, businesses and projects that choose to return to Michigan to pursue their creative goals.*

Action: It has become common practice for the MFDMO to feature success stories from the film and creative industry and folded into regular correspondence through newsletters, social media and press releases. It is critical to encourage the promotion of the indigenous industry that continues to grow our creative economy.

Recommendation: *Partner with the Pure Michigan tourism campaign to allow tourists to identify whether their visit was inspired by a film or creative industry feature.*

Action: Film tours are being created to encourage more tourism economic activity inspired by the film and creative industries. Additionally, in a slight variation of this recommendation, the MFDMO contracted with *Circle Michigan* in early 2016 to develop ten film tour itineraries that are planned around Michigan-made films. A full listing of these tours can be viewed on the MFDMO website, the Pure Michigan Travel Road Trips web page, as well as the [Circle Michigan](#) website.

Recommendation: *Provide promotional certificates to locations and communities that have been the sites for a project for both incented and non-incented film productions.*

Action: Certificates to non-incented projects can be distributed, upon request, and verification of the filming location.

Recommendation: *Increase Michigan's presence and participation in domestic and international film and creative industry events and trade shows to ensure maximum exposure at efficient costs.*

Action: The MFDMO has many opportunities to elevate the creative industry on national and international stages. The MFDMO has partnered with Michigan's own national and international festivals and events including:

- Grand Rapids Film Festival Summer Spotlight
- Technology in Motion Detroit Conference & Trade Show
- Hell's Half Mile Film and Music Festival
- Digital Summit Detroit
- Ann Arbor Film Festival
- ArtPrize
- Capital City Film Festival
- Cinetopia Film Festival
- Courageous Persuaders
- Crain's Detroit Homecoming
- Detroit Design Festival: Professional Practice Programming
- Detroit Digital Summit
- Detroit Film Society Launch Event
- Detroit Filmmaker Symposium
- Digital Arts Film & Television (DAFT) 2017
- Hell's Half Mile Film & Music Festival
- I See You Awards
- Lamp Light Music Festival
- Made-in-Michigan Film Festival
- Meaningful Play Conference
- Metro Detroit Filmmakers Work-in-Progress Filmmakers Showcase
- Mosaic Film Experience 2017
- Open Projector Night
- Royal Starr Film Festival
- Saugatuck Shorts Film Competition
- Traverse City Film Festival
- Trinity Int'l Film Festival
- Visiting Film Artist Series
- YPSI 24-Hour Film Shootout

The MFDMO also elevated Michigan's exposure on the national and international levels with attendance to SXSW (South by Southwest) in Austin, Texas and Sundance

Film Festival in Utah. During SXSW, the MFDMO was able to participate on a panel to discuss the integration of the creative economy in the film industry. The panel included participants from ArtPrize and The Henry Ford Museum. For Sundance, the MFDMO used the opportunity to showcase the Detroit Film Initiative and how it secured Comedy Central's *Detroiters* for a second straight season.

The Michigan Film Commissioner serves as a member of the Tourism Industry Coalition of Michigan (TICOM) and on its legislative policy subcommittee and legislative annual breakfast subcommittee. This membership gives the opportunity to engage with other activists in the tourism industry and further align efforts that showcase the creative economy.

CUSTOMER SERVICE



The MFDMO continues to learn what is done well, what areas can be improved upon and what can be accomplished to keep Michigan competitive across the country. This includes the need to streamline services, provide timely and accurate responses and leverage film and creative industry partners that are focused on accomplish the same goal.

Recommendation: *Maintain a user-friendly website where individuals interested in the film and creative industry can identify local creative industry partners and organizations and discover opportunities on how to get involved.*

Action: The MFDMO considers this recommendation to be ongoing and we consistently strive to provide this important service. We monitor the analytical data from our website in order to get a sense about what users are most engaging with on our website; this allows us to tailor our efforts on updating the website to meet our users' most essential needs. As such, the MFDMO launched a [new website](#) in September 2016 which folded our office under the umbrella of our parent organization, the Michigan Economic Development Corporation. The new site provides a very clean, user-friendly layout, while maintaining our essential services from our previous website. New features include a portal for users to access creative industry jobs that are posted through www.MiTalent.org and a mechanism which allows our office to capture data on Michigan-made productions and new media projects. We work continuously to improve our new website, to keep it regularly updated, and to share relevant information which impacts the creative industries here in Michigan.

Recommendation: *Evaluate and streamline application and funding disbursement process to maintain efficiency of data being collected and ensure competitiveness in comparison to other states.*

Action: Streamlining the application process for the incentive program was accomplished prior to the end of the incentive program by modernizing internal approval processes to make use of digital technology to create efficiencies. The disbursement process was streamlined to ensure efficiency of state government while also maintaining the integrity of the incentive program. The new process, which includes a partnership with the Department of Treasury, reduces the turnaround time in half, going from an average of 180 days to 90 days.

TRANSPARENCY



Since the inception of the film credit in 2008, to the transition to the film incentive in 2012, the transparency of the program has enhanced; however, there is always room for additional improvement. As the MFDMO continues to expand its responsibilities into other diverse areas, maintaining transparency will remain a priority.

Recommendation: *Maintain current requirements and further enhance legislative reporting to provide legislators all relevant data and material related to the film and creative industries to ensure they have all information at their disposal as they make legislative decisions.*

Action: In addition to highlighting progress on the strategic plan recommendations, the expanded legislative reports include a more thorough dashboard that maintains legislatively required data and provides additional information on each project to ensure transparency of the incentive and disbursement process.

Recommendation: *Provide legislators quarterly progress reports as to the implementation of this strategic plan.*

Action: This recommendation was immediately implemented following the release of the 2015 strategic plan. When quarterly reports were required, each report included a summary of the recommendations that were accomplished in the previous quarter. Those quarterly report can be found on www.michiganbusiness.org/mifilmanddigital. This recommendation is also being accomplished through this document provided in the annual legislative report.

Recommendation: *Leverage social media and networking efforts by incorporating and featuring more infographics about the creative industry, strengthening the MFDMO's relationships with schools, colleges and universities, enhancing location scouting opportunities, highlighting Pure Michigan features related to the creative industry and featuring regional film offices and MFO advisory council members.*

Action: Social media drives the creative economy. Through strategic engagement, the MFDMO has surpassed over 11,579 followers on Facebook and engages all social media users through live-tweeting Council meetings, events, partnership efforts and training opportunities. The MFDMO also has 3,497 followers on Twitter and send a monthly newsletter to 6,532 individuals signed up through our distribution list.

Recommendation: *Ensure regular communication with the creative industry by providing consistent, periodic updates that would include information from the MFO, highlights of upcoming projects happening across the state, and return-to-Michigan stories to show the growth of the creative industry in Michigan.*

Action: Ensuring regular communication with our creative partners is critical. The MFDMO has been able to accomplish this effort through the growth of our email distribution list and integrating a monthly newsletter to keep the industry informed about current projects and upcoming events. Additionally, the MFDMO strives to meet with industry stakeholders around the state to provide updates on news and initiatives from the office and engage directly with the creative community to gain feedback. This includes annual presentations to stakeholder groups like the National Association of Theatre Owners and participating in local film judging contests like the Grand Rapids Film Festival.

This recommendation has also been accomplished through the regular Advisory Council meetings where updates have been given on all MFDMO programs and efforts. Additionally, the Advisory Council was engaged in subcommittees to provide additional ideas and advice on how to grow the creative industry from their experience and perspective. Each Council subcommittee created recommendations that the MFDMO has been diligently implementing over the past year. **SECTION 1**, below, includes a detailed report of the progress made. This report was presented to the Council members during the July 25, 2017 meeting.

ANNUAL REPORT - APPENDIX A
Section 1

Subcommittee Recommendations and Status Update

Presented during Michigan Film Office Advisory Council Meeting
July 25, 2017 | Traverse City, MI

Subcommittee: Promotions/Marketing

Bill Ludwig, Chair

Recommendation: Full marketing and media plan - OLA, Search, Site, Social, CRM, Event; the development of content and communications, the media buying, agencies fees, etc.

Status: In Process

MFDMO worked with stakeholders and leadership in Department of Talent & Economic Development (DTED) to develop the Creative Chamber promotional video that is aimed at marketing Michigan as being the “State of Creativity” and attracting and retaining creative talent. This video has been completed and was included in the announcement of the Creative Chamber pilot program in May 2017. Efforts to take this promotional video and create a long-term strategy and implementation plan is still in process pending available funds and internal approvals.

Subcommittee: Finance

Joe Voss, Chair

Recommendation 1: Conduct comprehensive qualitative and quantitative research related to best practices for independent public-private partnership organizations that support media content producers.

Objective: Determine the most effective strategies that the MFDMO should support to achieve the office's objectives in a post-incentive environment.

Status: Complete (in concept)

Initial recommendation was centered around MFDMO commissioning a statewide study in order to develop and implement best practices to support creatives. Upon review of this recommendation and with input from internal leadership, the objective is being met through the creation of the Creative Chamber program that is endorsed and supported by the Governor and Department leadership. Participating Creative Chamber communities are charged with engaging directly with the business and creative communities to do in-depth focus grouping to understand the regions strengths and challenges to growing the creative industries as well as asset mapping available resources.

Recommendation 2: Create and fund a grant-making program to support localized efforts to deliver non-cash resources to film and digital media productions considering Michigan locations.

Objective: Facilitate the non-cash support of productions considering Michigan locations for the creation of film and digital media projects.

Status: Complete (in concept)

This recommendation has been completed through the creation of the Detroit Film Initiative (DFI) that was constructed in coordination with the City of Detroit Mayor's office and various public and private partners. This partnership was a contributing factor in attracting and retaining Comedy Central's *Detroiters* Season 1 (2016) and Season 2 (2017). The DFI concept will be introduced to the other four Creative Chamber communities in hopes of developing similar non-cash resource exchanges for creative projects in their regions.

"Ultimately, we made a talent-driven, business and creative decision. We had such a positive experience when we filmed here in June, and fell in love with the city's iconic locations. It all came together as a result of seamless collaboration with the city and state film office based on what needed to be in place for the series to be a success."

Mara Waldman, Vice President of Production, Comedy Central

Source: <http://www.michiganbusiness.org/news/detroiters-comedy-series-to-film-where-else-in-detroit/>

DETROIT FILM INITIATIVE

- a. DFI partners
 - ✓ Streamline city services and provide excellent, timely customer service;
 - ✓ Coordinate creative and business opportunities to provide cost savings;
 - ✓ Collaborate to build local buzz for show through coordinated marketing campaign (press release, social media, watch parties, etc.).
- b. Production
 - ✓ Make private investment to Detroit business for goods and services;
 - ✓ Make Detroit local hires;
 - ✓ Participate in Grow Detroit's Young Talent (GDYT) to provide meaningful work experience in film industry for Detroit youth.

Recommendation 3: Create and fund a grant-making program to support localized efforts to stimulate the market for locally-produced film and digital media content.

Objective: Facilitate the support of existing and new efforts that strengthen the film/digital media culture in Michigan.

Status: Complete/In Process (in concept)

Statute prohibits the MFDMO from entering into agreements that fund film and digital media productions. However, the MFDMO has pursued creative ways of how to support grant-making opportunities for the indigenous industries by 1) partnering with Duplass Brother/Seed&Spark for the support and promotion of the #HometownHeroes Crowdfund Rally and 2) supporting local film festivals as platforms for crowdfunding (e.g. Hell's Half Mile Film Festival/Seed&Spark) with the goal of implementing this as a best practice for film festivals across Michigan.

Recommendation 4: Develop an online platform that is specific to the private funding of media content produced in Michigan.

Objective: To provide Michigan-based producers an outlet to obtain funding for projects.

Status: Complete/In Process (in concept)

As stated in recommendation 3, statute prohibits the MFDMO from entering into agreements that fund film and digital media productions. However, the MFDMO has pursued creative ways of how to support grant-making opportunities for the indigenous industries by 1) partnering with Duplass Brother/Seed&Spark for the support and promotion of the #HometownHeroes Crowdfund Rally and 2) supporting local film festivals as platforms for crowdfunding (e.g. Hell's Half Mile Film Festival/Seed&Spark) with the goal of implementing this as a best practice for film festivals across Michigan.

Subcommittee: Digital Media

Brian Winn, Chair

Recommendation 1: Encourage Michigan digital media companies have a presence on the national stage; Assist in generating business for Michigan digital media companies; Build awareness of Michigan digital media industry; Build awareness of Michigan Film and Digital Media Office; Potentially generates a lot more "Michigan" presence at events than MFDMO could generate alone by having their own booth.

Objective: Number of national/international conferences with Michigan digital media company presence supported by this initiative; estimated conference attendees impacted by companies.

Status: Pending

The Michigan Economic Development Corporation currently participates in various national and international trade shows that are relevant to the state's target industries. MFDMO is seeking ways to align with those efforts and participate alongside the greater MEDC where prudent.

Recommendation 2: Build awareness of digital media companies and job opportunities to students studying in-state; Keep talented students in-state for internships which will hopefully lead to full-time opportunities after graduation; Try to limit the brain drain out-of-state; Help Michigan digital media companies grow by making use of knowledge and skills of students studying in the state.

Objective: Number of in-state digital media student internships supported (and at what amount) and/or number of endowments setup; How many internships lead to full-time job offers in the state.

Status: Complete

This recommendation aligns more with the Pure Michigan Talent Connect (PMTTC) programs that is in the same department as the MFDMO. MFDMO has worked to integrate some of the programming offered by PMTC into its website (much like the job postings) and through social media promotion. Please visit: www.michiganbusiness.org/mifilmanddigital for more information.

Recommendation 3: Promote and Support In-State Digital Media Events

Objective: Promote the MFDMO office and its functions to the stakeholders in the state; Help foster a vibrant digital media culture and community in the state; Help create a sense that Michigan is a hot bed of digital media activity for those outside the state; Help the digital media community thrive – which will help industry grow, limit brain drain, foster new partnerships and relationships, etc.

Status: Complete

MFDMO has created an online directory that supports digital media professionals and vendors. This directory is being expanded and has been promoted through monthly newsletter and social media efforts. The Office actively seeks out and promotes digital media groups and networking opportunities across the state. MFDMO has also included digital media events as being qualified for sponsorships.

Recommendation 4: Create Digital Media Focused Promotional Flyers

Objective: “Outsource your Digital Media project to Michigan” – promote existing digital media companies and Michigan as a place to look for digital media contract expertise; “Build a Digital Media Company in Michigan” – promote Michigan as a location to setup a digital media company. Highlight talent, academic institutions, cost of living, business friendly client, work ethic, family friendly, resources, infrastructure, etc. Also highlight entrepreneurship resources; “Build a Digital Media Career in Michigan” – promote Michigan digital media industry too soon or recent graduating students as a means of getting them to look in the state for career opportunities.

Status: In Process

MFDMO has worked with internal research teams to update digital media statistics and data relevant to the digital media sector. Promotional materials are being created and will be distributed across a wide network of events including tradeshow, social media platforms, educational institutions, etc.

Subcommittee: Talent Development & Networking Subcommittee

Hopwood DePree, Chair

Recommendation/Objective: Talent Development & Networking Subcommittee recommends the MFDMO hold an “Open Call” for proposals to be submitted, selected and funded, as soon as possible. We advise written proposals MUST be submitted and/or hosted by recognized non-profit Michigan organizations and/or by state-certified educational institutions in good standing. Additionally, proposals must accomplish the overall vision of MFDMO. We suggest the Open Call be set in motion immediately in order to secure and launch new programs this fall.

Status: Completed (in concept)

This recommendation has been completed in concept through required trainings and networking opportunities as part of the MFDMO’s event sponsorship process at the \$5,000 level. Participating Creative Chamber pilot programs are also required to conduct training and networking opportunities as attracting and retaining creative talent is one of the three overarching pillars of the program.