

OKLAHOMA CITY FILM & CREATIVE INDUSTRIES OFFICE (FCIO)

YEAR: 3 / Q2 REPORT: October 1 – December 31, 2024

Part 1: Goals/Outcomes

EXPECTATION 1: Expand marketing and engagement efforts (including continuing to expand partnerships across diverse regions and demographics), support internal and external film project efforts.

GOAL	OUTCOME
<p>Connect with groups on the local, state, and national level to talk about the Oklahoma City film industry, share best practices, and make connections that help expand our efforts.</p>	<p><i>Q2 panels and gatherings:</i></p> <ul style="list-style-type: none"> ○ <i>On October 12, participated in a panel discussion with commissioners from OFMO and CNF to an audience comprised of Oklahoma Motion Picture Alliance (OKMPA) members. The panel took place at Tulsa University and was live streamed to OKMPA members as well as anyone who wished to register. Discussion focused on details of each film office’s incentives plan, recent developments in the entertainment industry impacting Oklahoma, and thoughts on the 2025 Oklahoma legislative session.</i> ○ <i>Helped organize and participated in a tour of Tyler Perry Studios in Atlanta with a contingent of Oklahoma City business leaders as part of the Greater OKC Chamber’s annual InterCity Visit. The goal was to provide our city business leaders with a snapshot of a thriving purpose-built film studio.</i> ○ <i>On October 30, presented to OKC Connect about the benefits and potential of a homegrown film industry in our city.</i> ○ <i>In Q2, planning was underway with the City and OFMO for OKC Film Day at City Hall on January 14 to coincide with our new designation as a “Film Friendly Community” in Oklahoma. Prerequisites are infrastructure and resources to support production and a robust locations photo library.</i>

EXPECTATION 2: Support expansion of film industry tools and partnerships throughout the Oklahoma City region.

GOAL	OUTCOME
	<ul style="list-style-type: none"> ○ <i>Toured the Omni OKC with sales managers to see the hotel facilities and guest rooms for future consideration.</i> ○ <i>Participated in a 2-day refinement/refreshers session with Reel-Scout, the Charlotte, NC-based designers of the locations and crew databases used by all four key film offices in the state. Our group assembled at the Department of Commerce to hear about new features being introduced on the platform as well as discuss ways to make our four separate directories work better together.</i>

EXPECTATION 3: Create long-term program plan priority list and launch implementation efforts identified as long-term funding model/program efforts.

GOAL	OUTCOME
<p>Develop strategic plan for long-term funding of the FCIO and its programs and services.</p>	<ul style="list-style-type: none"> ○ <i>Strategic conversations with the City continued in Q2 about the 2025 Oklahoma City GO Bond issue and the implications it will have for FCIO. Considering the amount of time required to administer the rebate program, one topic under consideration is carving out a base of 10% of any future rebate funding in consideration of administrative costs.</i> ○ <i>While the original three-year contract with the City of OKC to fund FCIO is set expire on 6/30/25, there is enough carry-over from the first two years of operation to fund the office through 12/31/25, or an additional six months. In Q3, the City will work on an amendment to the initial contract to extend it to cover the full calendar year, but with no commitment of additional funding.</i> ○ <i>Strategic planning is underway to identify funding sources to contribute to the FCIO's operating budget over a five to ten-year period beyond 2025. FCIO is collaborating with the Greater OKC Chamber's leadership team in creating the plan. My goal is to have more information to share in Q3.</i>

EXPECTATION 4: Continued presence at local and regional film gatherings and showcases.

GOAL	OUTCOME
<p>Continued presence at local and regional film gatherings and showcases.</p>	<ul style="list-style-type: none"> ○ <i>FCIO had a meaningful presence at the official ribbon cutting for Apex Post OKC at Filmmakers Ranch on December 6. Apex is an amazing addition to our local film eco-system, and one we were lucky to witness being constructed from early on. The Greater OKC Chamber was on hand to provide Apex with a certificate and assist with the ribbon cutting. Apex Post OKC is the first of its kind Dolby Atmos mixing room in this region of the country. Representatives from Apex and Dolby/Los Angeles were there to demo the room for Lt. Governor Pinnell along with many OKC film stakeholders.</i> ○ <i>Made a set visit to watch the filming of OKC rebate film, Project School in Mesta Park.</i> ○ <i>Attended a deadCenter Film Festival friend-raising holiday event in December as a lead up to their sponsorship push to mark the festival's 25th anniversary coming up June.</i>

Part 2: Important Metrics

Important FY24 Metrics

	October 1, 2024 – December 31, 2024
Active Project Development	2
Projects Receiving City Filming Permits	6
FCIO Rebate Applications Received	2
FCIO Rebate Applications Pre-Qualified	1
New Recruitment Contacts	4
Local Stakeholder Outreach	138
Site Visits	4
Trade Shows/Call Trips	2
Festival Sponsorship	0
Events Hosted/Sponsored	1

OKC FILM REBATE PROGRAM PREQUALIFICATION LOG - As of 12.31.24

PROJECT CODE NAME	PREQUAL DATE	FILMING DATES	QUAL OKC SPEND	%	REBATE AMOUNT	PROJTD TOTAL IMPACT	FINAL PAYMENT DATE	PROGRAM BALANCE
2023								\$3,000,000
Project Dirt Road	1/3/23	5/8/23 –	42,600,000	5%	1,000,000	258,001,894	Awaiting final app	2,000,000
Project Urban	2/10/23	6/5/23 – 6/30/23	518,625	5%	25,931	1,223,589	In post-production	1,974,069
Project Dino	7/01/23	4/5/24 – 4/28/24	675,055	5%	33,753	1,549,884	In post-production	1,940,316
2024								
Project Silence	1/5/24	1/24/24 – 2/16/24	522,584	5%	26,129	1,499,039	In post-production	1,914,187
Project Mystery	5/17/24	5/21/24- 6/24/25	1,551,405	5%	64,813	3,500,000	In post-production	1,849,374
Project School	10/11/24	11/22/24- 12/18/24	\$1,834,569	5%	\$91,278	4,861,539	In production	1,630,076
Project Nostalgia	12/6/24	2/3- 3/8/24	\$6,188,781	5%	\$309, 439	\$14,300,000	In pre-production	1,448,657
TOTALS			53,891,019		1,551,343	284,935,945		1,448,657

NOTES:

- Per project cap of \$1M; Program cap of \$3M
- No rebates have been paid out to date. The only project to be completed and released is Project Dirt Road for which a final application is expected in early January 2025.
- The rebate application for Project Telephone was withdrawn by the producer on 12/6/24. The \$128,020 in rebate funding that was earmarked for the project was put back into the rebate fund to make it available for other projects.