



August 25, 2024

Mayor David Holt and City Council  
 c/o Mr. Craig Freeman, City Manager  
 200 N. Walker Ave.  
 Oklahoma City, OK 73102

RE: Annual FY 2024 Oklahoma City Film & Creative Industries Report

Dear Mayor Holt and City Council Staff:

It is my pleasure to submit the attached annual report describing the Oklahoma City Film & Creative Industries Office's (FCIO) efforts during Fiscal Year 24.

The benchmarks established in my August 25, 2023, annual report for Year 2 are as follows:

- Develop Strategic Plan for long-term funding of the FCIO and its programs/services.
- In collaboration with other official state and city film office leadership and key stakeholders, develop a unified 2024 legislative agenda in support of growth and jobs creation for the film and television production industry in Oklahoma. Devise a strategy for garnering wide industry support and education at the Oklahoma State Capitol.
- In collaboration with the Oklahoma Film & Music Office (OFMO), the Tulsa Film, Music, Arts & Culture Office (Tulsa FMAC), and the Cherokee Film Commission (CFC), continue efforts toward the creation of a standardized and comprehensive statewide workforce development and certification initiative. The new entity will serve as the hub into which currently existing programs offered around the state by vocation and technical schools, two-year and four-year university programs, and union locals can feed.
- Create one or more programs to support local productions with anticipated local expenditures below the \$500,000 threshold to qualify for the Oklahoma City Film Incentive Program. One idea under consideration is an Oklahoma City Film/TV investors circle to include a group of high-net-worth individuals with an interest in supporting our industry and local talent. Another idea is a grant program. Ideally, these programs would be funded and managed separately, but work collaboratively with FCIO.
- Explore the possibility of creating an annual workforce training scholarship fund to help defray course costs for individuals from underserved communities.
- Conduct external marketing to support Oklahoma City as a film/creative industries hub and expand internal community partnership/industry engagement.
- Support incoming film projects and local film development efforts to support engagement/project development goals.
- Continued presence at local and regional film gatherings and showcases.

All activities are detailed in subsequent pages of this report. I have separated this report into two sections. These sections include progress to date for the benchmarks described above, and important metrics depicting the Office's achievements for the July 1 through December 31 timeframe.

Outcomes include other work in the community including:

- Collecting and reporting Oklahoma City Film's economic impact data
- Moderating and sitting on panels
- Serving on industry workforce development boards
- Collaborating with local companies and non-profits on strategic planning
- Making presentations on the film industry and its economic impact to civic groups
- Cultivating new industry relationships and leads
- Providing letters of support for all productions wishing to film in Oklahoma City

Highlights for Fiscal Year 24 included work in the following areas:

➤ Events/Sponsorships:

- American Film Market, Santa Monica: FCIO co-hosted an Oklahoma Film sales suite at American Film Market (AFM) at Le Meridien Delfina Hotel in Santa Monica, CA from October 31 through November 4, 2023. The Oklahoma suite was a partnership endeavor for all four Oklahoma film offices. AFM, a weeklong market, and conference is attended by 7,000+ executives from around the world and from across all sectors of the film industry each year.
- "Sunsets + Silver Screens," Hollywood: FCIO took the lead in planning, coordination, and co-hosting of "Sunsets + Silver Screens," an Oklahoma Film reception and marketing event that was attended by over 150 studio executives and producers, at The Aster LA in Hollywood on November 2, 2023.
- Hosted 2024 Oscar telecast event at Filmmakers Ranch attended by over 300 state and city leaders, industry members and community partners
- Served as a sponsor of the 2024 deadCenter Film Festival. Participation included sponsoring the festival awards ceremony, planning and moderating a panel entitled "Contemporary Producing Strategies" with both LA and Oklahoma industry leaders, and introducing a "Twisters" clip for festivalgoers before outdoor screening.
- Served as sponsor for the 2024 48-HOUR FILM PROJECT OKC, part of a national two-day production competition geared towards early career/micro-budget filmmakers.

➤ Management of OKC Film Incentive Program:

- Since the program's launch in January 2023, I have worked with the Oklahoma City Economic Development Trust, the City of Oklahoma City, and the Greater OKC Chamber to conditionally prequalify six film rebate applications. All were prequalified at the 5% level. Total local expenditures for the projects are anticipated at \$50,601,417 translating to an impact of \$276,613,527. To date, we have allocated \$1.4 million of the program's \$3 million funding leaving a balance of \$1.6 million that we can utilize over the next 16 months. We are currently awaiting final rebate applications for five of the six prequalified films, so no claims have been paid out.

➤ Local Community Support:

- FCIO partnered with Oklahoma City-based company, Locations Unlimited, OFMO, and the City of OKC Events Office to host two Film Friendly workshops in May at the Civic Center. The workshops were designed several purposes: 1) to provide a tutorial on how films are recruited, what happens when productions arrive for filming, and how to maximize economic impact; 2) to provide suggestions and resources for protecting the interests of our locals, and 3) to provide an open forum for attendees to ask questions of us and voice their concerns. The first workshop was on May 6 for City of Oklahoma City staff, and the second on May 8 was for downtown residents and business owners. We plan to do a couple of workshops per year across various districts of the city.
- In February, FCIO and the Chamber Economic Development team hosted a roundtable at the Greater OKC Chamber for a cross-section of local film industry studio and support service company owners, filmmakers, and tech companies to assess their needs in the way of local service providers and hear about industry trends we should be on the lookout for. The Chamber's Economic Development team used the feedback as it planned its research and business recruitment trip to the tech trade show at SXSW in Austin in March.
- FCIO is working with the Greater OKC Chamber as it prepares for an OKC leadership site visit to Atlanta on October 24-25, 2024. Working with Tyler Perry Studios to arrange an informational guided bus tour for on the afternoon of October 24. OKC delegation will learn about what went into building and launching the studio, best practices, and advice as we make plans for a new studio facility in OKC.

➤ Regional Support:

- FCIO created and moderated a "Twisters" case study panel for the Chamber's OKC partnership meeting on May 25. The emphasis was on economic development. Panelists included Matt Sandidge of El Reno, Jim Cowan of Chickasha, Robert Coleman of Midwest City, Justin Fortney of Guthrie, and Prairie Surf Studios CEO, Matt Payne talked about how the film impacted their community and what they did to prepare to host the production. This regional impact of "Twisters" is a testament to the success of the Oklahoma City Film Incentive Program in that it seeded production work and resulting economic benefits in neighboring communities.
- Co-sponsor and presenter for a Central Region Film Friendly workshop in Chickasha that included a group of approximately forty city leaders from El Reno, Yukon, Chickasha, Shawnee, Norman, and Guthrie

➤ State Film Industry Collaboration and Support:

- Gold sponsor of Oklahoma Film and Music Day at the Oklahoma State Capitol on March 25. Presence included participation at a legislative breakfast and hosting an information booth at the Capitol rotunda.
- Support and advocacy for 2024 film legislative agenda.
- FCIO is working closely with the Greater OKC Government Affairs team, the Tulsa Chamber, OFMO, TFMAC, and the Cherokee Nation Film Commission in collecting impact data and letters of support from industry members, company owners, regional partners, and training programs in preparation of the 2024 Incentive Evaluation Committee review of the state film incentive program.

➤ Marketing Efforts:

- Continued sales and recruitment efforts on both the national and local level.
- FCIO took lead role in planning, coordinating, and co-hosting a small VIP recruitment dinner for the Oklahoma delegation attending “Sunsets + Silver Screens” and key invited studio executives from NBC/Universal, Paramount, and Amazon Studios.
- FCIO marketed to the industry via its own full-page 4-color ad in a special Oklahoma section of the entertainment publication, Daily Variety’s, October 31 edition. Issues were available to all subscribers and displayed in all public spaces during the entire run of American Film Market.
- Created a full-color 72-page pocket-size OKC Film Look Book that features the various districts of the city, neighborhoods, Will Rogers airport, sporting arenas, and more. It also includes specs on local studios, information on the OKC film incentive program and facts about our city. It has been distributed widely at both in-state and out-of-state events. I also regularly provide it in electronic form to those requesting information on filming in Oklahoma City.

➤ Looking Forward:

As you will see from reviewing this year’s impact numbers, FY 24 was a slower year than the previous one. This has been a period of labor contract negotiations, two significant strikes, and two narrowly averted strikes. In May 2023, the Writers Guild of America (WGA) went on strike, followed soon after by the Screen Actors Guild (SAG) strike on July 14. While the WGA strike did not immediately affect productivity, the pinch was felt a few months later when the script pipeline was significantly reduced. Reality, or what is now being called “Unscripted” content was ramped up to quickly fill the void. The SAG strike had an immediate impact in that union cast members were forced to stop working that day. There was a marked impact on us here in Oklahoma City when “Twisters” was forced to shut down from early August until late November after the strike was settled. The shut down impacted hotels, restaurants, facilities, transportation companies, local support companies, and our local workforce.

By some industry insider accounts, production activity is down 50% from where we were this time last year. The International Alliance of Theatrical Stage Employees (IATSE) a union of which many film crew technicians are members, was at the bargaining table for months. They narrowly averted a strike on July 31, 2024. Due to the threat of yet another strike, many US productions either postponed start dates, or relocated to Europe and Asia. Just this month, the Teamsters reached a contract agreement thereby avoiding a strike.

The events of the last year serve to validate our vision in Oklahoma City to support and recruit a variety of project types. We enjoyed the benefits of having a huge studio project here that was a summer 2024 blockbuster. “Twisters” has performed beyond our wildest dreams at the box office and provided a new cache for Oklahoma City and Oklahoma in the entertainment industry and beyond. It is a boon to us that large studio productions drop substantial amounts of cash into our economy within a very short window of time. It is still prudent that we not put all of our eggs into one basket and continue to grow a diverse industry here that lifts up our local filmmakers and

companies and provides support for their storytelling. Of the six films prequalified for the OKC rebate, five are small, independent films. Of those five, three are Oklahoma City-based film companies and creatives. I view this as a sound strategy for continuing to develop our homegrown industry.

I will be in Los Angeles the last week of August for an industry conference and a series of recruitment meetings. I will gather the latest news and updates from industry executives and producers and learn about what is trending on the tech side. The week will be capped by a tour of James Cameron's virtual studio in Manhattan Beach, MBS.

Here's to the start of year three of Oklahoma City Film & Creative Industries Office. Thank you for your ongoing support and engagement. We are achieving great things together!

Best regards,

A handwritten signature in cursive script that reads "Jill Simpson".

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**OKLAHOMA CITY FILM & CREATIVE INDUSTRIES OFFICE (FCIO)**

**YEAR: 2 / ANNUAL REPORT: July 1, 2023 – June 30, 2024**

**Part 1: Goals/Outcomes**

EXPECTATION 1: Explore Options for long-term funding.

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"> <li>• <i>In early May, met with Elizabeth Eickman, Director of the Kirkpatrick Family Fund, to solicit her input on possible outside funders to subsidize FCIO beyond its initial three-year term ending June 30, 2025. Liz provided a shortlist of entities and suggested we create a vision statement tied to the office’s mission, assess where we are currently, and identify our aspirational goals. The intent is to create a clear map and specifics goals that impact the funding we seek. I will be working on this in Q1 of FY25 in collaboration with OKC Assistant City Manager, Aubrey McDermid, and OKC Chamber Exec. VP of Economic Development, Jeff Seymour.</i></li> <li>• <i>Under discussion is a plan to carve out a base of 10% of any future rebate funding in consideration of administration costs since substantial man hours are devoted to administering the program.</i></li> <li>• <i>Planning underway to make FY25 FCIO funding last a full 18-months (7/1/24 through 12/31/25) to keep the office operational until the next Oklahoma City bond issue vote.</i></li> </ul>

EXPECTATION 2: Collaborate on 2024 Oklahoma Film Legislative Agenda.

GOAL	OUTCOME
<p>In collaboration with other official state and city film office leadership and key stakeholders, develop a unified 2024 legislative agenda in support of growth and jobs creation for the film and television production industry in Oklahoma. Devise a strategy for garnering wide industry support and education at the Oklahoma State Capitol.</p>	<ul style="list-style-type: none"> <li>• <i>The 2024 film legislation introduced in HB 3964 that would’ve created a new \$50M annual incentive program for live studio audience TV programs was not passed by the legislature.</i></li> <li>• <i>The state film rebate program remains capped at \$30 million per year, a small pot of money compared to other states. The low cap is creating challenges in that Oklahoma is forced to turn away a substantial amount of business that could keep our workforce employed and our companies busier over the full twelve months of the year. Further, the \$30 million cap is having a negative impact on our ability to recruit to OKC.</i></li> <li>• <i>In collaboration with OFMO, TFMAC, and Cherokee Nation Film, preparation is already underway for the 2024 Incentive Evaluation Committee review this fall that will include the state film rebate. FCIO will be working with the Chamber Government Affairs and Research Departments to collect testimonials from our companies and crew, and economic impact data to include sales tax, hotel/motel tax,</i></li> </ul>

	<p><i>jobs growth, and curriculum growth in high schools, 2-year and 4-year college programs and Career Tech. The IEC review will be a major hurdle as we look towards possible 2025 legislation.</i></p>
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**EXPECTATION 3: Collaborate on creation of standardized statewide workforce training program.**

<b>GOAL</b>	<b>OUTCOME</b>
<p>In collaboration with the Oklahoma Film &amp; Music Office, the Tulsa Film, Music, Arts &amp; Culture Office, and the Cherokee Film Commission, continue efforts toward the creation of a standardized and comprehensive statewide workforce development and certification initiative. The new entity will serve as the hub into which currently existing programs offered around the state by vocation and technical schools, two-year and four-year university programs, and union locals can feed.</p>	<p><i>In Progress:</i></p> <ul style="list-style-type: none"> <li>• <i>In spring of 2024, the Film Education Institute of Oklahoma (FEIO) on whose board I served along with the faculty and staff of Prairie Surf, OCCC, Career Tech, and local vendors, voted to dissolve the entity. The decision was made to preserve one of FEIO’s biggest projects, the launch and implementation of Scissortail Studios two years ago in partnership with OKCPS. Initial support for the program came from ESSER funds. When OKCPS notified the FEIO Board in early 2024 that funding would no longer be available, the decision was made to transfer remaining FEIO assets to Dot Rhynes and her company Brandtalkers to protect and continue this important high school workforce training project. Ms. Rhynes, also instrumental in the program’s creation, has a strong track record as a local fundraiser and will continue to serve in this capacity.</i></li> <li>• <i>Scissortail Studios now provides film crew training for high school juniors and seniors at Douglass, US Grant, NW Classen, and Southeast. Curriculum will be added at John Marshall in 2025. Launched in 2022, the program is putting equipment in the hands of at-risk students and providing job training for them while they are still in high school. A group from Atlanta came in recently to tour Scissortail Studios at Douglass High School. Among the first program of its kind in the U.S., Scissortail caught the attention of the delegation that wanted to see firsthand how it was structured with the goal of replicating it.</i></li> <li>• <i>Both OFMO and Cherokee Film continue efforts to formulate workforce training programs. From a regional perspective, OU, OCU, OCCC, Rose State, and Career Tech continue to offer comprehensive and expanding film workforce training programs.</i></li> <li>• <i>OCCC was recently named as one of the top 30 film production training programs in the U.S. by MovieMaker Magazine.</i></li> </ul>

EXPECTATION 4: Create program(s) to support local productions with budgets below \$500,000.

GOAL	OUTCOME
<p>Create one or more programs to support local productions with anticipated local expenditures below the \$500,000 threshold to qualify for the Oklahoma City Film Incentive Program. One idea under consideration is an Oklahoma City Film/TV investors circle to include a group of high-net-worth individuals with an interest in supporting our industry and local talent. Another idea is a grant program. Ideally, these programs would be funded and managed separately, but work collaboratively with FCIO.</p>	<p><i>Discussion in Progress:</i></p> <ul style="list-style-type: none"> <li>• <i>Until a program is available to support local filmmakers at budgets below the OKC Film Rebate minimum threshold of \$500K, I continue to meet with and mentor them regularly.</i></li> <li>• <i>FCIO hosted its first local industry mixer at Freestyle Media on May 1 for a group of roughly 125 early career local crew and support service company owners from lower tier budgets. Event provided a good venue for them to meet, network, and receive industry news.</i></li> <li>• <i>Ongoing discussions with various community and industry business leaders who think a film investors club could be a viable plan. This type of program would need to be managed separately from FCIO.</i></li> <li>• <i>As a means of introducing FCIO, attended 2024 OKCine Latino Film Festival in Capitol Hill to meet the festival team, early career local filmmakers from the Latino community, and view their films.</i></li> <li>• <i>Hosted and moderated an “Emerging Filmmakers” panel at the 2024 deadCenter Film Festival in support of early career filmmakers.</i></li> </ul>

EXPECTATION 5: Explore the possibility of creating an annual workforce training scholarship fund.

GOAL	OUTCOME
<p>Explore the possibility of creating an annual workforce training scholarship fund to help defray course costs for individuals from underserved communities.</p>	<ul style="list-style-type: none"> <li>• <i>Will propose this initiative as new line item in the FCIO annual budget and vision plan for years beyond FY25 as discussed in item 1.</i></li> </ul>

EXPECTATION 6: Conduct External Marketing to support Oklahoma City as an industry hub.

GOAL	OUTCOME
<p>Conduct external marketing to support Oklahoma City as a film/creative industries hub and expand internal community partnership/industry engagement.</p>	<ul style="list-style-type: none"> <li>• <i>Creation and placement of a full-page, four-color ad highlighting Oklahoma City, our production facilities, and cash rebate, and featured prominently in a section spotlighting Oklahoma in <u>Daily Variety</u>, the industry’s most respected trade paper. The issue was distributed widely to both regular subscribers and to the 7,000 industry members attending American Film Market in Santa Monica.</i></li> <li>• <i>Creation and distribution of 72-page four-color pocket size Oklahoma City Look Book. The marketing tool includes information on locations and facilities as well as interesting</i></li> </ul>

	<p><i>facts about our city. The book also includes details about both FCIO and our cash rebate program.</i></p> <ul style="list-style-type: none"> <li>• <i>In partnership with OFMO, TFMAC, and the CFC, FCIO hosted a sales and marketing suite at American Film Market where registrants could come by to hear all about filming in Oklahoma and the various quadrants of the state and the incentives we offer.</i></li> <li>• <i>The four film offices hosted a highly successful industry reception, “Sunsets + Silver Screens,” on November 2 at The Aster Los Angeles. Over 150 studio executives and producers attended from major studios such as NBCUniversal, Paramount, Warner Bros, Disney, Sony, Netflix, and Amazon. We provided each guest with a goodie bag of curated branded items from each of our jurisdictions. We also distributed our look books.</i></li> <li>• <i>Directly following the reception, the four film offices partnered in hosting a small VIP dinner for studio executives from NBCUniversal, Paramount, and Amazon along with representatives from the Greater OKC Chamber, the Tulsa Chamber, and Cherokee Nation to discuss bringing more business to Oklahoma.</i></li> <li>• <i>Hosted a meeting of OKC film industry business owners prior to the Greater OKC Chamber Economic Development team’s trip to the SXSW trade show. The goal was to find out what the key needs of the group are in growing and sustaining their businesses. Invitations were extended to Apex Post, Filmmakers Ranch, Vox Audio/Visual, ACM@UCO, Boiling Point Media, an ACM@UCO.</i></li> <li>• <i>Participated in a promo piece created by Echo Capital Investments in support of Prairie Surf and Oklahoma City Film. The piece ran before every film screened at this year’s DCFF.</i></li> </ul>
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EXPECTATION 7: Support incoming film projects and local film development efforts.

<b>GOAL</b>	<b>OUTCOME</b>
<p>Support incoming film projects and local film development efforts to support engagement/project development goals.</p>	<ul style="list-style-type: none"> <li>• <i>Co-hosted a dinner for NBCUniversal Government Affairs team in Oklahoma City to participate in VIP set visit.</i></li> <li>• <i>Worked with OKC-based Locations Unlimited in planning and hosting a Film Friendly half-day workshop for City of Oklahoma City staff that are impacted when filming occurs. Joining me for the May 6 workshop at the Civic Center Little Theatre were Locations Unlimited’s Chris Kucharski and Alison Naifeh Jeanette Stanton Director of OFMO, and Drew Watson of the City of OKC Special Events Office. We</i></li> </ul>

	<p><i>discussed all logistical aspects of location scouting, pre-production, production and post production.</i></p> <ul style="list-style-type: none"> <li>• <i>On May 9, we replicated the workshop for downtown business owners and residents. Jennifer Nakayama of Downtown OKC, Inc. helped us get the word out to as many downtown stakeholders as possible.</i></li> <li>• <i>Hosted and moderated a June 25 OKC Chamber Partnership Meeting panel that was a “Twisters” case study from a regional perspective. Panelists included Matt Sandidge, City Manager of El Reno; Jim Cowan, Economic Development Director of Chickasha; Robert Coleman, Economic Director of Midwest City; Justin Fortney, Tourism Director of Guthrie; and Matt Payne, CEO of Prairie Surf Studios. The panel discussion was around the impact one film made on each of their communities. From the OKC perspective, they are all important partners. The OKC film rebate program helped incentivize significant economic impact well beyond city limits which is a remarkable success story for the program.</i></li> <li>• <i>Continuing to work with Prairie Surf, the Greater OKC Chamber Economic Development team and the City of OKC as PSM seeks identify a site for its new home.</i></li> <li>• <i>Participated in a Leadership Oklahoma City panel on the Oklahoma film industry. Moderated by Lance McDaniel, panelists Jeanette Stanton Director of OFMO, Randy Wayne producer and Co-Owner of Tulsa-based Rebellion Films, and Amanda Fortney of Francis Tuttle Technology.</i></li> <li>• <i>Worked with NBC/Universal, OFMO, Prairie Surf Studios and Echo Capital Investments on planning July events surrounding OKC premier of “Twisters” Collaborated with all parties on logistics of the red carpet event and in putting together a comprehensive guest list to include state and local leaders and industry and community stakeholders.</i></li> </ul>
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**EXPECTATION 8: Continued presence at local and regional film gatherings and showcases.**

<b>GOAL</b>	<b>OUTCOME</b>
<p>Continued presence at local and regional film gatherings and showcases.</p>	<p><i>In Progress:</i></p> <ul style="list-style-type: none"> <li>• <i>In January, sponsor and presenter at a Central Oklahoma Film Friendly workshop in Chickasha. The workshop was hosted by the OFMO and included approximately forty participants from city government and Chambers of Commerce from Shawnee, Guthrie, El Reno, Yukon,</i></li> <li>• <i>Gold Sponsor for the Oklahoma Film &amp; Music Day at the State Capitol on March 25. Sponsorship included attendance at a legislative breakfast, a booth for distributing marketing and</i></li> </ul>

	<p><i>informational materials in the rotunda to raise awareness of the Oklahoma City film industry and FCIO, and networking with Oklahoma film and music industry members, sixty other state vendors and business owners, and lawmakers.</i></p> <ul style="list-style-type: none"> <li>• <i>Presenting sponsor of the 2024 Oscars party at Filmmakers Ranch. The event was attended by roughly 300 local industry stakeholders, Lt. Governor Matt Pinnell, Senator George Young, and the staff of the OFMO. The event also provided an opportunity to recognize local filmmakers.</i></li> <li>• <i>Sponsored the 2024 deadCenter Film Festival:</i> <ul style="list-style-type: none"> <li>○ <i>Hosted/moderated a panel entitled “Contemporary Producing Strategies.”</i></li> <li>○ <i>Distributed marketing materials</i></li> <li>○ <i>:15 OKC Film spot ran before every film screening</i></li> <li>○ <i>Introduced a new “Twisters” preview and shared a special message from NBC/Universal to the Oklahoma audience</i></li> <li>○ <i>Sponsorship of the 2024 DCFF Awards Ceremony</i></li> </ul> </li> <li>• <i>Sponsored the 2024 Oklahoma City 48 Hour Film Project. The program hosted twenty-five teams during a weekend filmmaking competition that culminated in a final sold out screening at Harkins Bricktown and awards presentation the following weekend at Metro Tech Springlake.</i></li> </ul>
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## Part 2: Important FY24 Metrics

	July 1, 2023 – June 30, 2024
Rebate Projects in production	5
Active Project Development	10
Letters of Support Issued for OKC Filming/Permits	59
FCIO Rebate Applications Received	6
FCIO Rebate Applications Pre-Qualified	6
New Recruitment Contacts	167
Local Stakeholder Outreach	901
Site Visits	22
Trade Shows/Call Trips	2
Festival Sponsorship	2
Press/Media – Ads, Articles, and Interviews	33
Events Hosted/Sponsored	14

**OKC FILM REBATE PROGRAM PREQUALIFICATION LOG - As of 6.30.24**

PROJECT CODE NAME	PREQUAL DATE	FILMING DATES	QUAL OKC SPEND	%	REBATE AMOUNT	PROJTD TOTAL IMPACT	OKCEDT APPROVAL	CITY COUNCIL APPROVAL	PROGRAM BALANCE
<b>2023</b>									
Project Dirt Road	1/3/23	5/8/23 –	42,600,000	5%	1,000,000	258,001,894	6/20/23	7/5/23	2,000,000
Project Urban	2/10/23	6/5/23 – 6/30/23	518,625	5%	25,931	1,223,589	6/20/23	7/5/23	1,974,069
Project Dino	7/01/23	4/24? -	675,055	5%	33,753	1,549,884	8/29/23	9/12/23	1,940,316
<b>2024</b>									
Project Silence	1/5/24	1/24/24 – 2/16/24	522,584	5%	26,129	1,499,039	1/30/24	2/13/24	1,914,187
Project High Plains	11/20/23	TBD	4,733,748	5%	236,867	10,839,121	3/26/24	4/9/24	1,677,320
Project Mystery	5/17/24	5/21/24 – 6/24/24	1,551,405	5%	64,813	3,500,000	5/21/24	6/4/24	1,612,507
<b>TOTALS</b>			<b>50,601,417</b>	<b>5%</b>	<b>1,387,493</b>	<b>276,613,527</b>			<b>1,612,507</b>

NOTE: Per project cap of \$1M; Program cap of \$3M

**COLLECTION-IN-PROGRESS - Direct Dollars spent on productions in OKC - July 1, 2023 - June 30, 2024**

Numbers provided are limited to those directly verified by FCIO. Category totals listed below are not yet complete. Due to limited reporting so far, we continue our data collection efforts. I will provide updated numbers in annual report presentation to the Trust and City Council in September.

- Feature Films: \$ 20,003,044
- Documentaries: \$ 26,500
- Short Films: \$ 32,000
- Student Films: \$ 15,000
- Scripted TV Series \$ 113,140
- Reality TV Series \*\$ 104,888
- Commercials/Promos \*\$ 1,482,716

**FY23 TOTAL DIRECT DOLLARS SPENT: \$ 21,777,288**

**Year 3 FY25 Goals as Listed in the 2022 Professional Services Agreement - Scope of Work**

- Expand marketing and engagement efforts (including continuing to expand partnerships across diverse regions and demographics), support internal and external film project efforts.
- Support expansion of film industry tools and partnerships throughout the Oklahoma City region.
- Create long-term program plan priority list and launch implementation efforts identified as long-term funding model/program efforts.
- Have a presence at deadCenter Film Festival and other local/regional film gatherings and showcases.