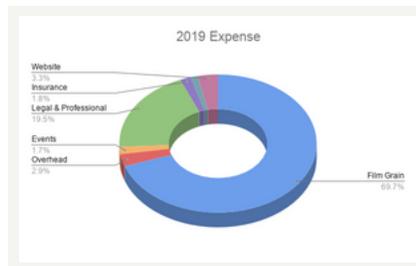
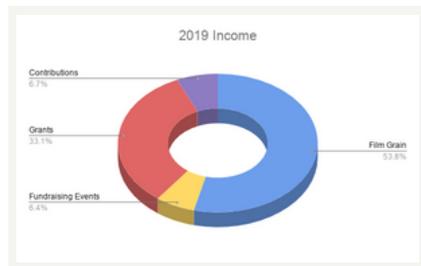


2019 ANNUAL REPORT

EXECUTIVE SUMMARY

FINANCIAL

| | | | |
|--------------------|----------|-------------------------------|--|
| <i>Income:</i> | \$54,688 | <i>Combined Bank Balance:</i> | |
| <i>Expense:</i> | \$35,896 | | |
| <i>Net Income:</i> | \$18,792 | \$45,850 | |



2019 HIGHLIGHTS

- 2,049 attend Film Grain with improved quality experience
- GEFO hosts **Undercover Billionaire** premiere party after 1 year of assistance
- Third-annual Halloween Party “A Nightmare on State Street” raises **\$2,680**
- Most successful Erie Gives Day since launch raises **\$3,492**
- Film Grain podcast launches
- **\$15,000** ECGRA Community Assets Grant for filmerie.com

STRATEGIC PLANNING

In 2019, the Film Society NWPA invested in strategic planning and created a 5-year strategic action plan and budget, developed a case for support, updated bylaws, and formed new committees

FILM GRAIN PODCAST



The Film Grain podcast launched in March 2019 in collaboration with the Center for Branding and Strategic Communication at Edinboro University, part of the Northwest Pennsylvania Innovation Beehive Network.

Guests are Erie or Erie-native creative entrepreneurs, thought-leaders, educators, and film fanatics. The most listened-to episode of 2019 was the interview with the Undercover Billionaire cast.

MISSION

Elevate Erie’s film industry, empower regional filmmakers, and foster patronage for the art of film.

VISION

Catalyze and unite community assets and attract filmmaking investment to grow the local economy and cultivate the art of film.

Since 2012

- 14,000 film screening attendees
- 5 seminars and 2 youth education programs
- 4 screenplay and filmmaking competitions
- 50+ film and television productions consulted and 26 assisted



HIGHLIGHTS

- 35 episodes recorded in 2019
- Undercover Billionaire cast interview most listened to episode
- Notable interviews include Marc Blucas, Lisa Knight, Maitham Basha-Agha

FILM GRAIN DINNER & MOVIE



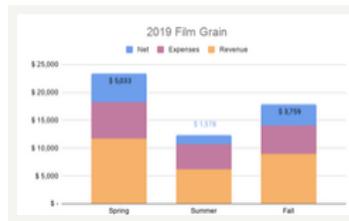
Launched in January 2018, Film Grain is the Film Society's first profit-making program. In year two, awareness of Film Grain has increased within the community and guests are becoming "regulars".

Brian Sheridan, professor of communications at Mercyhurst University, introduced *Be Natural: The Untold Story of Alice Guy Blache*, *Double Indemnity*, and film. He provided history and context, spurring discussion among patrons.

"We always have a great time there. Love watching the movie. The food is always spectacular. They really do an awesome job."
Theresa Spano-Hunt

FINANCIAL

Income: \$26,741
Expense: \$16,370
Net Income: **\$10,370**



GREATER ERIE FILM OFFICE



UNDERCOVER BILLIONAIRE

The Greater Erie Film Office (GEFO) provided assistance to the production of the reality series *Undercover Billionaire*. GEFO had been contacted by the producers in 2018 who, at the time, said they were looking for production assistance with their documentary film "American Dream".

"The Greater Erie Film Office was instrumental in the success of Undercover Billionaire. They not only provided invaluable insight into the city, they showed us potential shooting locations, gave us introductions to Erie officials, and recommended several local personnel we hired."
- Tim Warren, Executive Producer *Undercover Billionaire*

ECONOMIC IMPACT

- 28 Crew and Actors were hired through GEFO's efforts
- 8 Productions were assisted directly by GEFO
- 3 Large projects rented equipment locally
- \$161,000 estimated in regional production budgets (Not including *Undercover Billionaire*)
 - \$402k estimated economic impact (with x2.5 production multiplier Data Center Impact Study)
- \$500k-\$5m estimated in *Undercover Billionaire*

FILMERIE.COM

A \$15,000 grant from ECGRA received in 2019 is funding the creation of a new website for the Greater Erie Film Office, filmerie.com. The site will cater to producers and filmmakers to explore Erie's resources and locations with the goal of bringing their production to the Erie region.

FILM GRAIN PROGRAM

Spring

Mission Impossible: Fallout
BlackKkklansman
Colette
Suspiria
First Man
A Star is Born
Bohemian Rhapsody
Widows
The Favourite
A Star is Born: Encore
Can You Ever Forgive Me?
If Beale Street Could Talk
Cold War

Summer

Stan & Oillie
Free Solo
Butch Cassidy and the Sundance Kid
Burning
Double Indemnity
Boy Erased
Mean Girls
Gloria Bell
The Biggest Little Farm
High Life
Apollo 11
Destroyer

Fall

Booksmart
The Last Black Man in San Francisco
Rocketman
Mad God with Phil Tippett Q&A
The Matrix and The Animatrix
The Nightingale
The Uninvited
Midsommar
Be Natural: The Untold Story of Alice Guy Blache
Art 100
Amazing Grace
Alien
The Farewell
Moonstruck

STAFF

Erika Berlin, Executive Director
John C. Lyons, Director of Programming
Stewart Nash, Director Greater Erie Film Office
Jesse Olszewski, Project Coordinator

BOARD OF DIRECTORS

Joel Deuterma, Board Chair
John Vanco
Stephen Fetzner
Dan Sloppy, Treasurer
Shari Robinson

FILM INDUSTRY IMPACT ANALYSIS

In 2018, the Film Society of NWPA worked with the Data Center at the Erie Regional Chamber and Growth Partnership to conduct an analysis of the impact of a film production on Erie County.

The analysis looked at three micro and low-budget projects: 40k, 300k, and 1 million.

| | Project A | Project B | Project C |
|--|-----------|-----------|-------------|
| Total Expenditure | \$40,000 | \$300,000 | \$1,000,000 |
| <i>Qualifying Expenditure (60%)</i> | \$24,000 | \$180,000 | \$600,000 |
| Total Economic Impact | | | |
| <i>Output</i> | \$61,091 | \$457,632 | \$1,525,435 |
| <i>Employment</i> | 0.83 | 6.23 | 20.78 |
| <i>Labor Income</i> | \$26,690 | \$199,962 | \$666,537 |
| Impact Ratios of Completed Projects | | | |
| <i>Economic output per dollar tax credit</i> | \$2.5 | \$2.5 | \$2.5 |
| <i>Labor income per dollar tax credit</i> | \$1.1 | \$1.1 | \$1.1 |
| <i>State and local tax revenue per dollar credit (ROI)</i> | \$0.2 | \$0.2 | \$0.2 |