



Activity Report **December 2010 – January 2011**

Points of Interest

2011 Legislative Session: Legislative session begins on February 7. OF&MO has bill requests pending in both the House and the Senate to request an increase to the program's annual cap from \$5 million to \$10 million per year. The request is a result of increased production activity and rebate usage in the state. Language revisions are also included to bring statute current and to further clarify existing definitions. A more detailed update will be provided in our February report.

OF&MO also completed Statutory Rules revisions in December that will be submitted for Tourism Commission approval at their February meeting before being submitted to the Oklahoma State Legislature for ratification. Revisions were for the purposes of clarity, to eliminate redundancies and to keep them current with statute.

Economic Impact Study: In January, OF&MO contracted with economists Kyle Dean and Russell Evans of the Meinders School of Business at Oklahoma City University to conduct a new Economic Impact Study on the film industry in Oklahoma. This will include data analysis, and information regarding the economic impact of the Oklahoma Film Enhancement Rebate Program on employment, income, and production. OF&MO will release the results of this study during the 2011 Legislative Session. The new study is a follow up to the economic impact study OF&MO requested in early 2005 from the University of Oklahoma Price School of Business. Results of that study found a return of \$1.72 to the state's economy for every dollar spent in Oklahoma's film industry. Considering OF&MO's closely monitored impact data collected over the last six years, as well as the challenging economic climate in the state, it was time for an update. The goal of the study is to illustrate the value of the Oklahoma Film Enhancement Rebate Program in creating new revenue and tax streams, as well as jobs for the state.

Tulsa Meetings – Jan 6-7: Jill Simpson and Abby Kurin of OF&MO traveled to Tulsa in early January for two days of meetings with various industry, labor, education and civic leaders, as well as members of the media. The goal for this trip was to continue a dialogue with Tulsa media outlets in an effort to forge strong and beneficial working relationships. The other primary objective for the Tulsa meetings was to follow up with stakeholders with whom OF&MO shares the goal of increasing film and music activity in the Tulsa area.

On Thursday, Simpson and Kurin met with Tulsa Teamsters President Gary Ketchum at the union offices to discuss the local's recent involvement with the Terrence Malick feature as well as potential projects that may be coming to Oklahoma. Mr. Ketchum provided insight on the various jurisdictions within the state as well as specifics on working with Teamsters Local 523. Following the meeting, Simpson and Kurin met with Stanton Doyle of the George Kaiser Family Foundation to discuss changes going on in the Brady district, and the music industry in Tulsa as well as possibilities for future collaboration.

While in Tulsa, Simpson and Kurin toured the Jenks High School Film Program and met with film teacher Clifton Raphael to hear about his very successful curriculum and meet some of his award-winning students to hear about film projects they are currently working on. The itinerary then included a meeting with Chad Burris of Indion Entertainment Group, and Ky Chaffin of Bank of Oklahoma to discuss the Oklahoma Film Enhancement Rebate and film industry matters.

Simpson and Kurin met with Mayor Dewey Bartlett, Kim MacLeod, and Patrick Chalfant to discuss the 2011 South by Southwest Conference and Festival, current growth of the film industry in Oklahoma, and avenues for growing it in Tulsa.

Meetings with members of the Tulsa media included: Kendall Barrow, Joy Jenkins, and Scott Gregory of *Tulsa People Magazine*; Jennifer Chancellor, Joe Worley, Michael Smith, and Mark Brown of the *Tulsa World*; Carlton Houston and Darrean Browning of *KTUL*-Channel 8; Ron Harig of *KOTV*- News on 6; and Steve Weinstein of *KJRH*- Channel 2. These separate meetings were held to discuss the film and music industries in Oklahoma, including projects OF&MO is working on, as well as to discuss the media's role during the filming process.

Agreed Upon Procedures for Third Party Final Rebate Application Reviews: On Tuesday, January 11, OF&MO sponsored a seminar conducted by Eisner-Amper LLP for CPAs interested in learning how to perform Agreed Upon Procedures (AUPs) for inspecting Oklahoma Film Enhancement Rebate Program final rebate claims. A third party CPA inspection of final rebate claims is now required in order to qualify for rebate funds. As detailed in recent monthly reports, OF&MO entered into a Professional Services Agreement with New Jersey-based Eisner-Amper LLP for the purposes of creating the AUPs based on the specifics of Oklahoma's incentives program and to train Oklahoma CPAs on the procedures. OF&MO's intent behind adding the third party CPA reviews is to add yet another layer of fiscal responsibility and transparency for the program.

Principals of Eisner-Amper have worked with several state film commissions including California and Pennsylvania to develop state-specific Agreed-Upon Procedures and to provide training workshops on procedures to the CPAs in those states. John Genz, CPA, MST and a Tax Partner at Eisner-Amper presented the training seminar, assisted by Jessica Forson, Audit Senior with Eisner-Amper.

Fifteen CPAs and industry professionals from the Oklahoma City and Tulsa metro areas attended the training, which also qualified as CPE credits for the CPAs in attendance. Jill Simpson provided an overview of the mission of OF&MO, and a brief summary on the economic impact of the film industry on Oklahoma's economy. John Genz presented specifics about the rebate program and explained the Agreed-Upon Procedures in detail. Jessica Forson explained how to review a claim, using examples from procedures Eisner-Amper recently performed for a film project.

OF&MO is pleased to provide a copy of the presentation and/or the Agreed-Upon Procedures upon request. Please contact Julie Porter at 405-230-8446 or Julie@oklahomafilm.org for more information.

Location Scouting: OF&MO did extensive research and location scouting in December and January for potential Oklahoma filming of *aka Jimmy*. Based on the non-fiction book of the same name, the project chronicles alternative treatments conducted at a Kansas clinic on a returning Native American World War II vet with post traumatic stress syndrome. The French production will be directed by Arnaud Desplechin (*Kings and Queen, The Beloved, A Christmas Tale*) and produced by Ann Ruark (*Babel, Revolutionary Road, Frida*). While locations were scouted across the state, Desplechin and Ruark traveled to Oklahoma based on their interest in facilities in Norman for the spring 2011 production. Conversations are ongoing. An update on the projects status will be provided in the February report.

Producer David Hillary and UPM Sean Halloran of the Nick Cassavettes feature *Yellow* returned to Oklahoma in late January for site visits and meetings at potential Oklahoma City and Pauls Valley locations with OF&MO representatives and the project's Oklahoma Location Manager, Alison Naifeh. An update on the projects status will be provided in the February report.

South by Southwest (SXSW) 2011: OF&MO continues its efforts towards maximizing Oklahoma's presence at the 2011 South by Southwest (SXSW) Conference and Festival in all three festival sectors: film, interactive, and music. By bringing together companies and groups from across state with a stake in these three emerging industries, Oklahoma will have the ability to leverage its resources for an unprecedented impact.

Oklahoma will have four days of events scheduled in a stand-alone venue on busy Sixth Street in the midst of the conference and festival in downtown Austin. Slotted during the middle of SXSW, the events will expose top Oklahoma companies and talent to a national and international audience. OF&MO's partners committed to this endeavor to date are the Greater Oklahoma City Chamber, Oklahoma Travel Promotions, Tate Music Group, Oklahoma City Museum of Art, Circle Cinema, i2E, Indion Entertainment Group, Black Mesa Entertainment, deadCENTER Film Festival, Norman Music Festival, Idea Collective, and Oklahoma City CoCo. An official announcement of sponsors, partners, and events will be made in February 2011.

SXSW is a leading U.S. conference and festival held each March in Austin, Texas. With over 30,000 top business professionals in attendance, this 10-day event brings participants together to enhance knowledge of their respective field(s) and promote their products.

Please note that sponsorships are still available. If you are interested in being a part of this exciting promotion of Oklahoma, and would like more information, please contact Julie Porter at Julie@oklahomafilm.org or Abby Kurin at abby@oklahomafilm.org as soon as possible.

Inside Sundance Institute Magazine: OF&MO utilized advertising dollars to purchase ad space in the 2011 *Inside Sundance Institute Magazine* that was distributed to over 50,000 readers in January. These magazines were also included in the welcome bags that were distributed to festival attendees including A-list producers, directors, actors and other film industry professionals at the 2011 Sundance Film Festival taking place January 20-30 in Park City, Utah.

Magazines were distributed throughout the festival including all venues, press rooms, and visitor centers. *Inside Sundance Institute Magazine* is also sent to their database of primary donors, and travels with Sundance Institute classes that take place worldwide.

The 2011 Sundance Film Festival screened 118 feature-length films by filmmakers from around the world. The festival was created in 1978 and is supported by the nonprofit group, the Sundance Institute, which was founded by Robert Redford in 1981.

While OF&MO staff were unable to attend the festival this year, Oklahoma City's deadCENTER Film Festival staff graciously distributed OF&MO film flyers providing attendees information on the 35-37% Oklahoma Film Enhancement Rebate.

Film Friendly Oklahoma: OF&MO continues to work on the new program *Film Friendly Oklahoma*, which was inspired by our friends and neighbors to the south, the Texas Film Commission. With an emphasis on working with Oklahoma's rural communities, OF&MO is implementing this program to provide training and ongoing guidance on how Oklahoma's communities can effectively deal with on-location filming, and optimally market their area's resources. We are initiating the program in partnership with Maria Swindell Gus of the Bartlesville Convention and Visitor's Bureau as her community has recently hosted a significant film production.

OF&MO was set to host the first comprehensive *Film Friendly Oklahoma* workshop for February 4 in Bartlesville. ***This workshop had to be postponed due to hazardous weather conditions.*** We will alert when we have a new date confirmed. It will be most convenient for those partners located in Green Country. However, any interested parties are welcome to attend as space permits. Over the course of 2011, OF&MO will endeavor to host a workshop in each of Oklahoma's six "countries."

If you're interested in hosting the workshop for your part of the state, or would like more information, please contact Chris Kucharski at chris@oklahomafilm.org.

In Memoriam: On January 22, the Oklahoma film industry lost a valued member with the sudden passing of noted Key Makeup and Special Effects Makeup Artist, Darin Moore. Moore was a staple of the state's film and commercial industry with many credits including *Pearl, Ivory, Sam & Janet*, and *The Killer Inside Me*, to name but a few. The Oklahoma Film & Music Office and the industry have both lost a great friend. We extend our heartfelt condolences to Moore's family and close friends for their loss.

Public Relations & Industry Development

- Met with Representative Earl Sears and Deputy Fiscal Director for the House, Mark Tygret, regarding bill request for 2011 session
- Met with journalist Heidi Brandes to provide information and statistical data on Oklahoma's film and music industry for freelance story she is planning to submit to airlines magazines for publication
- Provided a list of Oklahoma Talent Agencies to Irving Quant, John Oliver, David Greyson, Derrick Rogers, Kendra Miles, and Jenna Fogg
- Met with Andy Horton, University of Oklahoma Film/Video Studies Jeanne Hoffman Smith Chair, to discuss department activities
- Phone meeting with Jay Hannah and Darryl Schmidt of BancFirst to discuss the Oklahoma Film Enhancement Rebate Program and our guidelines for administering it
- Attended meeting to discuss the potential Woody Guthrie Opera
- Attended the Norman Arts & Humanities Council holiday gathering at Blu in Norman
- Met with Brooks Douglass to discuss *Heaven's Rain* and finalize questions regarding the rebate
- Met with Rod Lott and Steven Carradini of the *Oklahoma Gazette* to discuss the film industry and the 2011 South by Southwest Conference and Festival
- Phone conference with Wisconsin-based freelance producer and assistant director Nicholas Langhoff regarding Oklahoma's incentives program
- Met with the Lieutenant Governor Todd Lamb and Chief-of-Staff Keith Beal to discuss the film and music industries in Oklahoma
- Met with Steve Rysted of the Oklahoma City Local 112 chapter of the teamsters union
- Attended the January Oklahoma City Marketing Association Luncheon
- Met with Economists Kyle Dean, Russell Evans of the Meinders School of Business at OCU regarding milestones and template population for upcoming economic impact study
- Met with and was interviewed by April Wilkerson of the *Journal Record* for January 20 article
- Met with producers Charlie Soap and Kristina Kiehl regarding *Cherokee Word for Water*
- Met with industry professional Ezell Kendrick who recently moved back to Oklahoma
- Attended the Greater Oklahoma City Chamber's Legislative Breakfast
- Attended performances by Oklahoma artists Graham Colton and Sheree Chamberlin at Norman's BJ's Roadhouse

Industry Services and Technology Development

Music Industry Meeting: The first Music Industry meeting of 2011 will take place June 22 at 3 p.m. in Tulsa at Circle Cinema. To be added to the list to receive an e-mail update about the meeting and others, please visit <http://www.ok.gov/triton/modules/oknotify/index.php?id=200>.

Film Industry Meeting: The first Film Industry meeting of 2011 will take place March 2 at 3 p.m. in Oklahoma City at First National Building. To be added to the list to receive an e-mail update about the meeting and others, please visit <http://www.ok.gov/triton/modules/oknotify/index.php?id=200>.

Digital Location Database: The Reel-Scout Database continues to grow thanks to our community partners. This month we collected locations images for Reel-Scout from:

- Sean Patrick Eaton, Oklahoma City, Oklahoma
- Katie Friddle, Preservation Oklahoma, Oklahoma City, Oklahoma
- Shane Brown, Skiatook, Oklahoma
- Patrick Chalfant, Vinita State Hospital

Website Update: Since the official launch on June 9, 2010, www.oklahomafilm.org, OF&MO has received positive feedback about the new Website, as well an increase in visitors. Unique users in December totaled 8,552 and unique users in January totaled 8,391. The most popular pages continue to be the Oklahoma Production Guide, the 'Filming in Oklahoma' section, and the Jobs & Internships listings. Since the launch in June, on average the site is host to 321 visitors a day.

One new Website feature still in development is the Oklahoma Music Guide. Just as the Oklahoma Production Guide is a database for all Oklahoma film crew, the Music Guide will be an all-inclusive, fully

searchable online source for Oklahoma musicians, support services, and venues. Once it has launched, bands, venues, performers, and music businesses can register to be listed at no cost, and users will be able to browse the database to find talented artists of all genres, live music locations, and other music-related companies. It will be the first comprehensive music database of its type in Oklahoma. We hope to have the Oklahoma Music Guide launched by late spring 2011.

This Week in Film & Music: To sign up for *This Week in Film & Music*, please visit the Website subscriptions page at: <http://www.ok.gov/triton/modules/oknotify/index.php?id=200>. Our subscription list is currently at 2,165.

As always, please check our events page on www.oklahomafilm.org for a full list of activities any day of the week.

OF&MO Internship Program: OF&MO would like to thank the 2010 fall semester interns, Skyeler Seabourn and Lauren Tucker, for their hard work throughout the semester. Skyeler will be returning for the 2011 spring semester. New to the OF&MO Internship Program for 2011 is Sonya Barrett from Oklahoma City University, Malea McCreary from the University of Oklahoma, and Kayla Lee from Oklahoma Baptist University. These talented students have already been busy researching and writing events for the Website and e-newsletter, as well working on various projects in the office.

Joining the OF&MO team for seasonal employment is former OF&MO intern Emily Schmidt. Also joining OF&MO as a seasonal is Ashley Taylor. Schmidt's main focus will be the Website and the e-newsletter, while Taylor will help with various special projects such as event planning for South by Southwest and our upcoming 2011 Legislative Reception.

Production

Recent/Current Film/TV Production

- Provided Ragan Butler of Ackerman-McQueen with locations, permitting, and contact information for Arcadia Lake regarding the filming of a recent television commercial
- Provided Maria Marsili with locations, permitting, and contact information for Lake Hefner regarding the recent filming of the television series, *The Biggest Loser*
- Provided Taylor Mullins of the University of Oklahoma with contact and locations information regarding his recent short film project, *The Future is Now*
- Provided Ventura Esquivel of Oklahoma City Community College with locations and contact information regarding his recent short film, *The Sons of Gods*
- Provided Andrew Armstrong of Foothold Productions with locations, contact, and permitting information regarding his recent commercial project
- Provided Alex Shaw of Animal Planet with locations, contact, and permitting information regarding the recent television production for Animal Planet
- Provided Brett Hart of Sweat Equity Productions with locations and contact information regarding their recent commercial production

Upcoming Film/TV Production

- Provided Kevin Pratt and Scott Goldie with locations, contact and permitting information regarding their upcoming feature film project, *Left of Center*
- Provided Michael Corley of Vox in a Box Entertainment with locations, contact and permitting information regarding his upcoming feature film project, *Protean Prophecies*
- Provided Tony Cross with locations, contact, and permitting information regarding his upcoming feature film project *Stronger than Death*
- Provided Shelli Fox with locations and incentives information as well as requesting further project information for her upcoming feature film *Barstow*
- Provided Matthew Wolfe of East Front Street Productions with locations, contact, and permitting information regarding his upcoming commercial project
- Provided Yea-Vonne Kelly of Bongo LLC with locations, contact, and permitting information regarding the upcoming television series *Obese*

Potential Film/TV Production

- Site visits and location meetings conducted in January with producer David Hillary and UPM Sean Halloran for feature film, *Yellow*
- Made contact with producer Laura Ziskin and provided Oklahoma books and film incentives materials for upcoming feature *The Pioneer Woman* to star Reese Witherspoon as Oklahoman Ree Drummond. Ms. Drummond has recently gained popularity for her website www.thePioneerWoman.com and has story credit for the project.
- Made contact with production personnel and provided custom locations links and incentive information regarding the upcoming feature film, *August Osage County*, based on the 2008 Tony and Pulitzer Prize winning play by Oklahoma native Tracy Letts to star Meryl Streep and Julia Roberts.
- Provided Ann Ruark with locations, contact, and permitting information including multiple locations scouts regarding the potential feature film project, *AKA Jimmy*
- Provided Rikke Borre Skyt of Eyeworks Television Denmark with locations information and requested further project information regarding their potential television project, *Zulu Cattle Race*
- Provided Rich De Labio of Marvel Productions with locations and permitting information as well as requesting further project information regarding their potential feature film project
- Provided Edward Lewis of AMEC Earth and Environmental with locations, contact and permitting information regarding their potential still photo shoot
- Provided Heather Haase of United Health Care with locations, contact, and permitting information regarding their potential commercial production

Media/Press/Ads

Newspaper, Magazine and Online Articles:

December 10 *Los Angeles Times*: “Paging Robert Rodriguez: Don’t Mess with Texas” an article which sites Oklahoma as a leading competitor against the film incentives offered by Texas and urging filmmakers to shoot in Oklahoma in the wake of Texas refusing incentives to Rodriguez based on content

December 17 *Ada Evening News*: “Ada Students Explore Oklahoma History During ‘*Pearl*’ Screening” an article about the screening of the Oklahoma-made film, *Pearl*, referencing the production’s shoot in Oklahoma

December 17 *The Oklahoman*: “‘*Pearl*’ Soars Onto DVD” an article on the DVD release of *Pearl*, a feature film which was shot in various locations throughout Oklahoma

December 29 *The Oklahoman*: “No Snow Means No Shooting in Oklahoma for *True Grit*” an article on the feature film *True Grit*, referencing the production’s consideration of Oklahoma as a filming location. The article also mentions OF&MO Director Jill Simpson’s request to remove the Oklahoma Film Enhancement Rebate cap of \$5 million in 2009 to accommodate the production

December 30 *Tulsa World*: “Movies: From Hollywood Thrills to Oklahoma Hills” an article which recaps the 2010 year in entertainment for Oklahoma noting the release of *The Killer Inside Me* as well as the filming of an untitled project in Bartlesville

December 31 *The Norman Transcript*: “Oklahoma Home to Burgeoning Film Scene” an article on the growth of the Oklahoma film industry with credit given to the Oklahoma Film Enhancement Rebate Program. The article features a quote from OF&MO Director Jill Simpson

January 3 *California Chronicle*: “Movies: From Hollywood Thrills to Oklahoma Hills” a pickup of the article originally published in the *Tulsa World* which highlights Oklahoma’s 2010 year in entertainment

January 7 *The Oklahoman*: “Oklahoma Briefs: Seminar to Cover Film Incentives” a business brief announcing the seminar sponsored by OF&MO to educate CPAs on the procedures for reviewing rebate claims from productions utilizing the Oklahoma Film Enhancement Rebate Program

January 10 *RealFilmCareer.com*: “Seminar to Cover Oklahoma’s Film Incentives” an online article announcing the deadline to register for the seminar sponsored by OF&MO to educate CPAs on the procedures for reviewing rebate claims from productions utilizing the Oklahoma Film Enhancement Rebate Program

January 10 *Wimgo.com*: “Film Production Incentive Program Seminar” an online article announcing the seminar sponsored by OF&MO to educate CPAs on the procedures for reviewing rebate claims from productions utilizing the Oklahoma Film Enhancement Rebate Program

January 16 *GeneralAviationNews.com*: “America’s Youngest Licensed Pilot Featured in DVD” an online article celebrating the DVD release of the feature film *Pearl*, which was shot in various locations throughout Oklahoma

January 20 *The Journal Record*: “Oklahoma Keeping Film Industry in Focus” a feature on OF&MO highlighting both the Oklahoma Film Enhancement Rebate Program and the continual growth of the state’s film industry. The article also features an in-depth interview with OF&MO Director Jill Simpson

January 26 *DolanMedia.com*: “Oklahoma Keeping Film Industry in Focus” a pickup by the *Dolan Media Newswire* of the original feature published in *The Journal Record*

TV Coverage:

January 16 *NPR.org*: *First Listen*: an online article about Oklahoma music icon Wanda Jackson celebrating the release of her newest album, *The Party Ain’t Over*, by giving users an exclusive first-listen to the disc

January 20 *The Late Show with David Letterman*: Oklahoma music icon Wanda Jackson appeared with Jack White and Third Man House Band on the late night talk show in support of her newest album, *The Party Ain’t Over*

January 25 *Conan*: Oklahoma music icon Wanda Jackson appeared with Jack White and Third Man House Band on the talk show in support of her newest album, *The Party Ain’t Over*

Press Releases/Special Announcements/Website Postings:

December 3: “OF&MO Call for Spring 2011 Interns” an e-blast and homepage posting announcing OF&MO’s call for Spring 2011 interns

December 7: “Tulsa Street Honors Oklahoma Legend Leon Russell” a homepage posting celebrating the designation of Leon Russell Road in Tulsa

December 20: “Oklahoma Summer Arts Institute Announces Auditions for Summer 2011” a homepage posting announcing auditions for the 2011 Oklahoma Summer Arts Institute

December 21: “Writer-Director Blake Edwards Dies at Age 88” a homepage posting regarding the death of prolific Oklahoma-born filmmaker Blake Edwards who helmed classic films such as *Breakfast at Tiffany’s* and *The Pink Panther*

January 5: “Oklahoma Reality Show Makes Television Debut” a homepage posting announcing the debut of the Oklahoma reality show *Livin’ 4 Racin’ Time* on KTUL Channel 8 in Tulsa

January 14: “deadCENTER Listed Among 20 Coolest Film Festivals” a homepage posting about the deadCENTER Film Festival being named one of the Top 20 Coolest Film Festivals in the world by *MovieMaker Magazine*

January 21: “Trail Dance Film Festival Celebrates Five Years” an e-blast and homepage posting celebrating the 5th Annual Trail Dance Film Festival in Duncan, Oklahoma

January 24: “OU to Host Film Comedy Conference” a homepage posting announcing the inaugural Film Comedy Conference hosted by the University of Oklahoma

Upcoming Oklahoma Film & Music Office Activities/Sponsorships

Film Friendly Workshop: Green Country	February 4, 2011, Bartlesville *
Film & Music Advisory Board meeting	February 8, State Capitol, OKC **
SXSW Film & Music Festival	March 14-17, 2011, Austin, TX
Norman Music Festival	April 28-30, Norman
AFCI-PGA Produced By Conference	June 3-5, Walt Disney Studios, Burbank

***Postponed due to hazardous weather. New date to be announced soon.**

****Cancelled due to a scheduling conflict for Lt. Governor Lamb as well as the 2/2/11 announcement of a Special Tourism Commission meeting the afternoon of February 8 to name a new Executive Director for The Oklahoma Tourism & Recreation Department**