



MFA

MILWAUKEE
FILMMAKER
ALLIANCE

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Greater Milwaukee is home to a dynamic emerging film industry, and the region has many of the key assets needed to support its development into a significant economic cluster. The region's diverse industry has been rapidly maturing and growing in recent years; it is home to a number of excellent film-related educational institutions including the highly rated and longstanding film program at UWM and the booming Milwaukee Film Festival.

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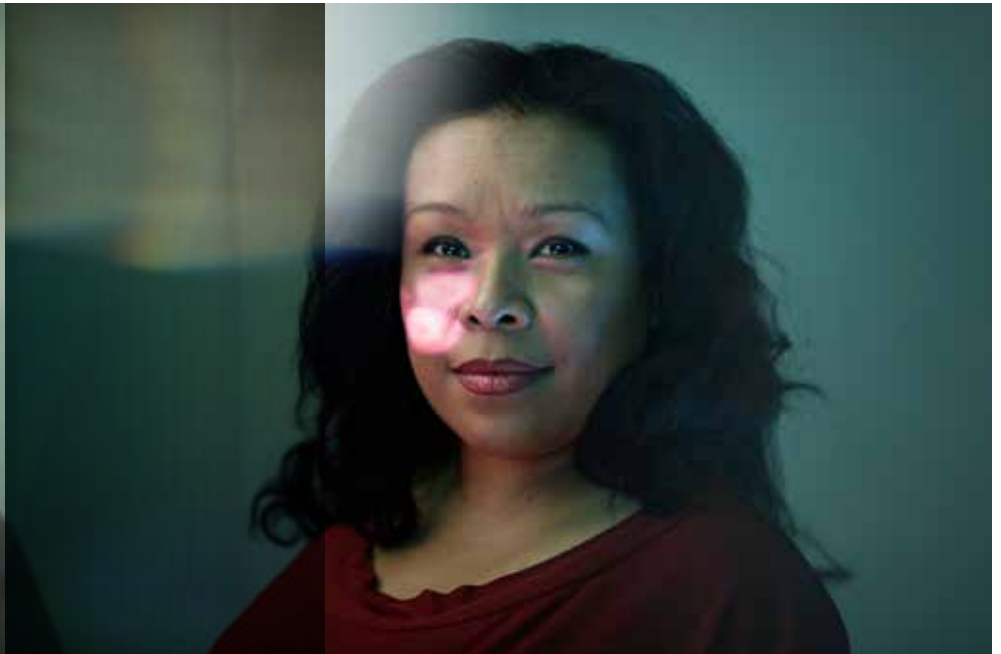
ICF INTERNATIONAL

| ADVOCACY

| EDUCATION

| NETWORKING

| FUNDS FOR FILMMAKERS



Founded in 2016 by Milwaukee Film and film and video industry professionals, the Milwaukee Filmmaker Alliance (MFA) supports all forms of media, television, and filmmaking, both artistic and commercial, from Milwaukee to the world and the world to Milwaukee. We strive to grow and sustain a diverse and vibrant creative community of storytellers through building an industry infrastructure that advances advocacy, education, and financial support.

The first action of the MFA was to commission an economic study of the film industry in the region. ICF International was selected through a competitive RFP process to perform a study of the M7 (Milwaukee, Kenosha, Ozaukee, Racine, Walworth, Washington, and Waukesha) region’s film industry. ICF International is a global consulting provider with more than 40 years of experience and over 5,000 professionals on staff.

ICF’S STUDY ASSESSMENT DREW FROM THREE SOURCES OF DATA:

- 1 Federally collected industry and economic data
- 2 A survey of over 700 regional industry stakeholders (Aug 30 – Oct 10, 2016)
- 3 Interviews conducted on-site and by phone

ASSETS OF REGION

- Higher education landscape
- Low cost of living and doing business
- Enthusiasm
- Milwaukee Film Festival
- Rise in filmmaking and interest among youth

KEY CHALLENGES OF REGION

- Highly siloed, lack of connectivity
- Not enough funding for film
- Government policy

KEY NEEDS FOR AREA

- Organization to coordinate, convene, and advocate for industry
- Physical space for industry
- Diversity
- Expanded and increased film investment & funding opportunities
- Government support
- Crew depth
- External relationships and exposure

INDUSTRY GROWTH
From 2010 to 2015

10%

Double the growth rate for overall employment in the region during that same time period

The increasing dynamism of the local film community will not only generate jobs and additional economic activity within directly related creative sectors, it can also **ADD VALUE TO LOCAL FIRMS IN TRADITIONAL NON-MEDIA SECTORS** by providing services such as the creation of commercial videos, multimedia web content, and social media marketing.

MOVED TO MILWAUKEE FOR
CREATIVE EDUCATION / CAREER

43%

As Greater Milwaukee's film industry continues to grow, mature, and increase in cultural density, it can help strengthen the visibility and reputation of the region and, in turn, **ATTRACT A CREATIVE YOUNG WORKFORCE** seeking a culturally rich, dynamic community.

In 2015, there were approximately 14,600 jobs in the Greater Milwaukee film industry cluster, 5x the size of the region's famed beer manufacturing and distribution industry, which has roughly 3,000 jobs.


Beer
Industry
Jobs


Film
Industry
Jobs

According to industry data, in 2014 the film industry produced over **\$1.55 BILLION IN ANNUAL SALES** and generated over \$530 million in labor income within the Greater Milwaukee region.

As impressive as nearly 15,000 jobs is, it is actually an undercount of the actual number of individuals engaged in film-related activity.

ENGAGED IN FILM RELATED
ACTIVITIES OUTSIDE THEIR PRIMARY
SOURCE OF INCOME

25%

Meaning they don't show up in the industry data.

55% of survey respondents are active in film related activity beyond formal work and school activities.

According to the Motion Picture Association of America (MPAA), film and television supports 1.9 million workers in all 50 states and, because of the ripple effect on jobs and innovation in other industries, it contributes \$41 billion to over 345,000 businesses in a given year, along with more than \$19.3 billion annually to federal and state tax coffers.

MILWAUKEE CURRENTLY HAS LESS THAN 1% OF THE NATION'S WORKERS IN THIS INDUSTRY, WHICH PRESENTS AN INCREDIBLE OPPORTUNITY FOR OUR REGION.

JOIN US

WE ARE

Directors

Producers

Writers

Editors

Camera Operators

Designers

Educators

Sound Designers

Arts Administrators

Exhibitors

Musicians

Animators

Patrons

Film Programmers

Hair & Makeup Artists

Film Enthusiasts

Nerds

Gaffers & Grips

Broadcasters

Video Producers

Digital Storytellers

VR/AR

Experimental filmmakers

Students

FOUNDERS:



HEIL FAMILY
FOUNDATION



Herzfeld
Foundation



MILWAUKEE
FILM

FOUNDING DONORS:

Katie Heil, Kate & Ken Muth, Tracey Thomas,
Gail & Gary Reynolds, John Ridley, John Torinus

FOUNDING ORGANIZATIONS:

Big Chair Studio, The Electric Sun Corporation,
Flexible Films, LLC, Greater Milwaukee Foundation - *Frank Kirkpatrick Fund*, Laughlin Constable, Marquette University,
Peck Foundation, St. Croix Productions, UWM Foundation

ADDITIONAL SUPPORT:

Black Box Visual, LP/ws Design Studios, Collura Creative,
SRH • Branding and Production Agency

FOUNDING PATRONS:

Dick Blau, Mary Pat & Robb Fischer, Kelly & Jeff Fitzsimmons,
Emilia Layden, Joan Lubar & John Crouch, Susan Mikulay,
John Ridley

FOUNDING MEMBERS:

Brian Artka, Alice Austen, Paul Bodi, Joseph David Bowes, David Busse,
Jessica Bursi, LaKetta Caldwell, Hannah Christensen, Nella Citino,
Kim Cosier, Lilly Czarnecki, Michele Dagle, Gail DeClark, Tory Dolan,
Kevin Duffy, Chip Duncan, Nick Eason, Joe Ehlinger, Karen Erbach,
Scott Emmons, Jessica Farrell, Robb Fischer, Michael Goldberger,
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Sara Jackson, Kohl Jordan, Suzanne Jurva, Martin Kaszubowski,
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Jamie Pitts, Barry Poltermann, Kristin Peterson, Tiff Pua, Robert Reineke,
Mark Sabljak, Reid Sancken, Lashondra Scott, Marcos Serafim,
Vassi Slavova, Ramon Sloan, Peter Stathas, Andrew Swant, Sitora Takanaev,
Chris Thompson, Betsy Rowbottom, Lajwanti Waghay, Joanne Williams,
Jason Williams, Mark Winter, Rob Yeo, Tommy Young, Bohdan Zacharij

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