

October 13, 2021

# ECONOMIC + WORKFORCE DEVELOPMENT IN OKLAHOMA

Film & Media Arts in Education Interim Study



**OKLAHOMA**  
Commerce

# OKLAHOMA FILM + MUSIC OFFICE MISSION

Under the Oklahoma Department of Commerce, the Oklahoma Film + Music Office (OF+MO) works to promote the state as a viable hub for film, television and music production as well as further develop opportunities for workforce, business and community growth within these sectors.



# BUILDING A SUSTAINABLE FILM INDUSTRY

## INCENTIVE

- Oklahoma was one of the first states to offer a film incentive in 2001, but it was only when the program was renewed in 2014 with an extended sunset date for 2024 that Oklahoma received national attention. Since then, Oklahoma has become an attractive filming destination hosting nearly 200 film and television productions.
- Oklahoma continues to build a competitive business landscape supported by the passage of The Filmed in Oklahoma Act of 2021 (SB608) and is rapidly becoming one of the top production hubs in the US. The new program increased the fiscal year cap from \$8 million to \$30 million and offers a cash rebate of 20-38% to encourage filming in Oklahoma's rural counties, small municipalities, Oklahoma soundstages & post-production facilities, and long-term business from television series and multi-film productions.

## INFRASTRUCTURE

- The film industry growth has led to an increased number of film friendly communities and small businesses across the state. More than ever, new businesses see Oklahoma as fertile ground amid the demand for permanent infrastructure, while Oklahomans are replanting their roots at home and expanding their existing businesses.

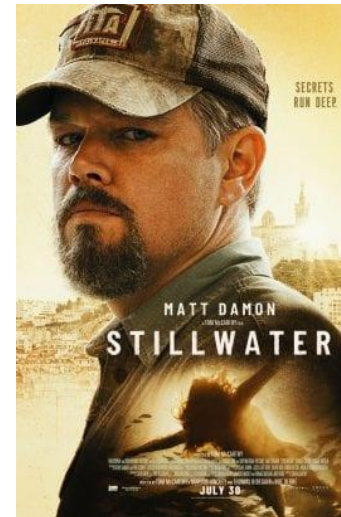
## WORKFORCE

- While the workforce has increased by 260% over the course of seven years, the steady increase of productions in the Oklahoma Film Industry provides an opportunity to retrain and retain Oklahomans for sustainable careers their home state.

# ECONOMIC DEVELOPMENT + INCENTIVES

## RECENT UPDATES IN OKLAHOMA FILM INCENTIVE

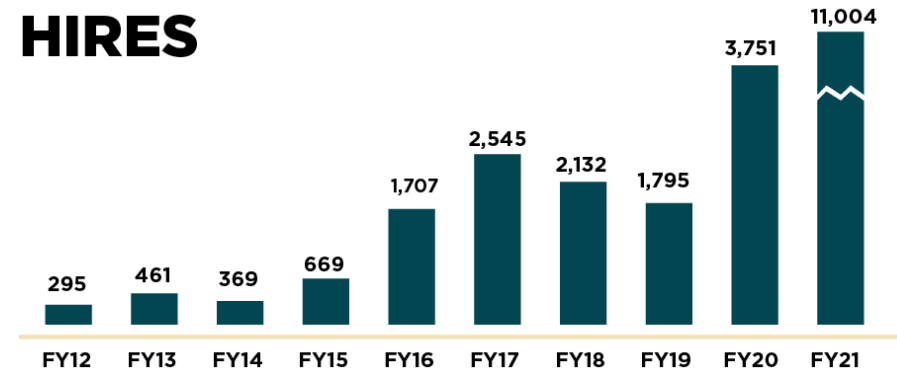
- Oklahoma Governor Kevin Stitt held a ceremonial bill signing of SB 608 (“Filmed in Oklahoma Act of 2021”) on August 3, 2021, during which he proclaimed ‘Film Day’ in Oklahoma. OF+MO opened the portal to begin accepting new film & television production applications for the incentive program on August 10, 2021.
- As of July 1, 2021, OF+MO is part of the Oklahoma Department of Commerce. (ODOC)
- In the recent Fiscal Year 21 (July 1, 2020 – June 30, 2021), OF+MO estimates the creation of:
  - 11,004 local career opportunities
  - \$170 million in fiscal impact from 34 film and television production’s utilizing the state’s incentive program.
  - 42 statewide communities impacted by recent filming such as Chickasha, Collinsville, Fairfax, Pawhuska, Ponca City, Okmulgee, Sapulpa and more!



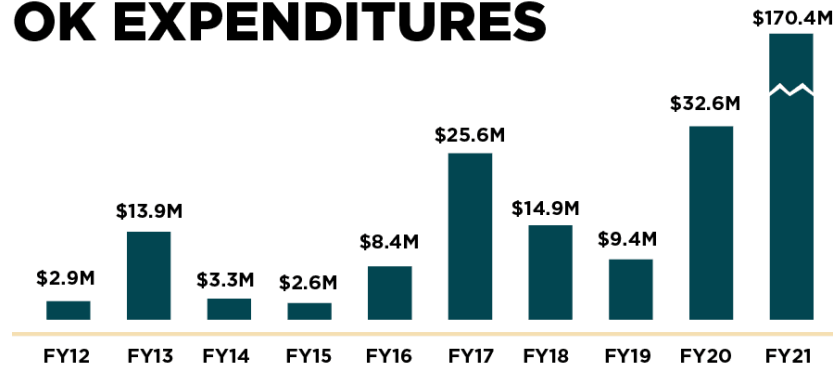
# OKLAHOMA FILM ECONOMIC IMPACT

- Over the last 10 years, the program has incentivized film and television productions to spend over \$300 million into the state economy. In addition to pumping millions of dollars into the Oklahoma economy, the film incentive has created thousands of part-time and full-time jobs for Oklahoma residents. Fiscal year 21 saw 669 production days and a total of 11,004 hires. The wages for Oklahoma below-the-line crew members for that year alone were over \$100 million.

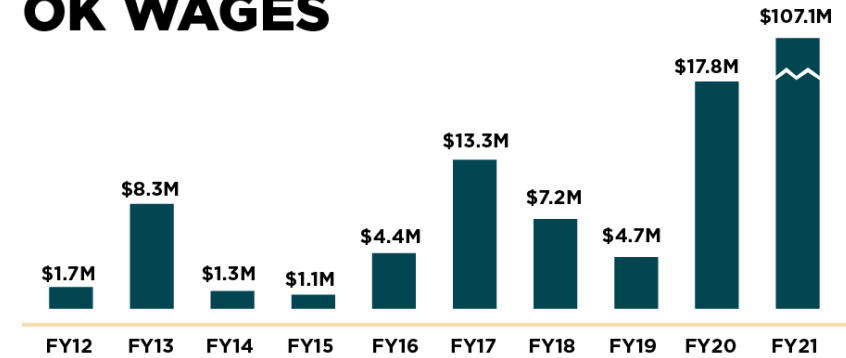
## HIRES



## OK EXPENDITURES



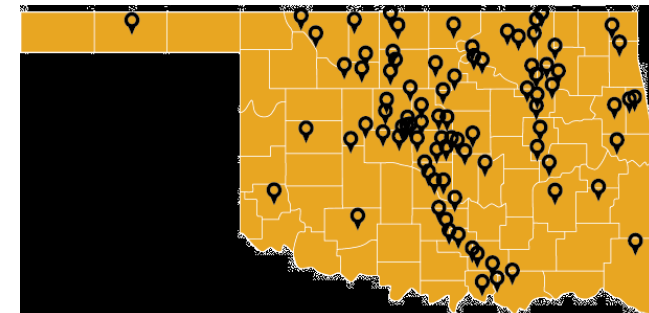
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# INFRASTRUCTURE DEVELOPMENT + FILM FRIENDLY COMMUNITY GROWTH

## OKLAHOMA FILM FRIENDLY COMMUNITY PROGRAM

- The Oklahoma Film Friendly Community Program first began in 2010 with OF+MO successfully hosting statewide information workshops across all Tourism Countries.
- These workshops were designed to education and assist communities with readying themselves for film and television productions.
- Reimagined in 2020, the mission is to establish certified 'film friendly' communities in all 77 Oklahoma counties, so that everyone who chooses may be represented in this booming industry and have the necessary toolkit to do so.



# INFRASTRUCTURE DEVELOPMENT + SMALL BUSINESS GROWTH

## CERTIFIED OKLAHOMA SOUNDSTAGE

- Productions that are accepted into the Filmed in Oklahoma Act rebate program can receive a rebate uplift of up to 5% if they film at least 25% of main crew principal photography on a Certified Soundstage and spend at least 1% of their direct expenditures at the soundstage. The requirements to be a Certified Soundstage are found in the Administrative Rules & Film + Music Website

## CURRENT CERTIFIED OKLAHOMA SOUNDSTAGES

- Prairie Surf Studio
- Green Pastures Studio
- Cherokee Nation Covid Response Virtual Soundstage



## OKLAHOMA PRODUCTION DIRECTORY

- For any project coming to the state, film-friendly Oklahoma businesses are eager to offer up heartland hospitality to productions, big and small. From shipping and security to spas and stages, when productions come to town, they utilize many different kinds of goods and services.

# INDSUTRY REPRESENTATIVE

## MATT PAYNE, CO-FOUNDER & CO-CEO OF PRAIRIE SURF MEDIA

- Matt Payne is an Emmy award-winning filmmaker, writer, photographer and educator based in Oklahoma City. In his 15 years based in Los Angeles, Payne worked as a writer on CBS's "Vegas," "Without a Trace" and "The Defenders." In 2015, Payne moved back to Oklahoma City and since then, has taken a key role in the Oklahoma film community producing documentaries for Griffin Communications and the OETA Foundation as well as teaching film business and screenwriting at Oklahoma City University among other things.

## PRAIRIE SURF MEDIA (PSM)

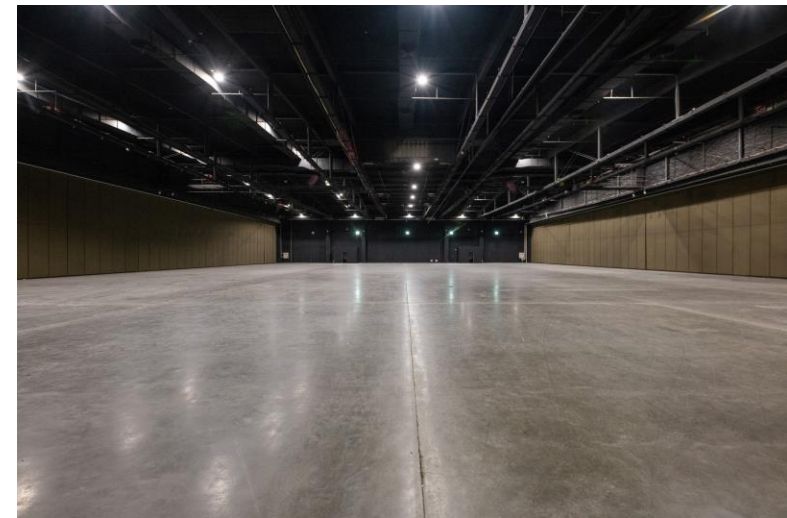
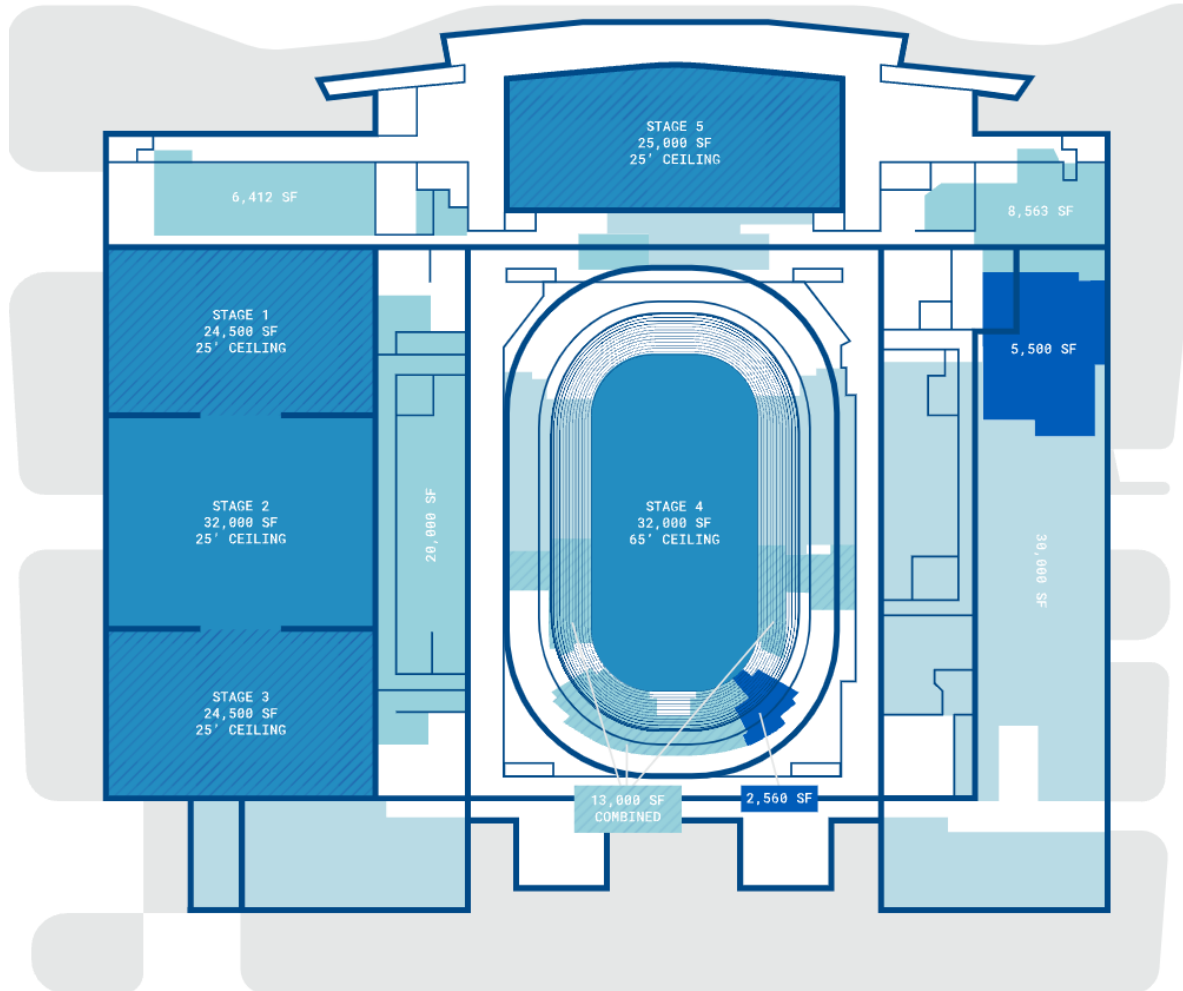
- An Oklahoma City-based global production company focused on multi-platform content creation. Through its innovative and transformative leadership team, the company has kickstarted the growth of streaming, television and motion picture production in Oklahoma. With decades of combined experience in the entertainment industry, PSM is the state's undisputed category leader. PSM is co-founded by Oklahoma natives, Rachel Cannon and Matt Payne.





# INFRASTRUCTURE DEVELOPMENT + SMALL BUSINESS GROWTH

## WHAT IS A SOUND STAGE?



# WORKFORCE DEVELOPMENT

- Oklahoma's skilled, talented workforce is essential in supporting the state's film and television industry. It takes a village to make a movie, and job opportunities extend far beyond what is seen on-screen with nearly every imaginable trade playing a pivotal role in this industry.
- Below are just a few examples of jobs that are needed in the film industry:
  - Mechanic
  - Truck Driver
  - Electrician
  - Painter
  - Welder
  - Construction Foreman
  - Animal Trainer
  - Accountant
  - Location Manager
  - Tailor/Seamstress
  - Musician/Composer
  - Animator
  - Office Clerk
  - Set Medic
  - Sound Mixer
  - Pyro Technician
  - Art Director
  - Makeup Artist
  - Photographer
  - Hair Stylist
  - Caterer
  - Graphic Designer
  - Lawyer
  - Transportation Dispatcher
  - Stunt Coordinator
  - Set Designer
  - Choreographer

# WORKFORCE DEVELOPMENT

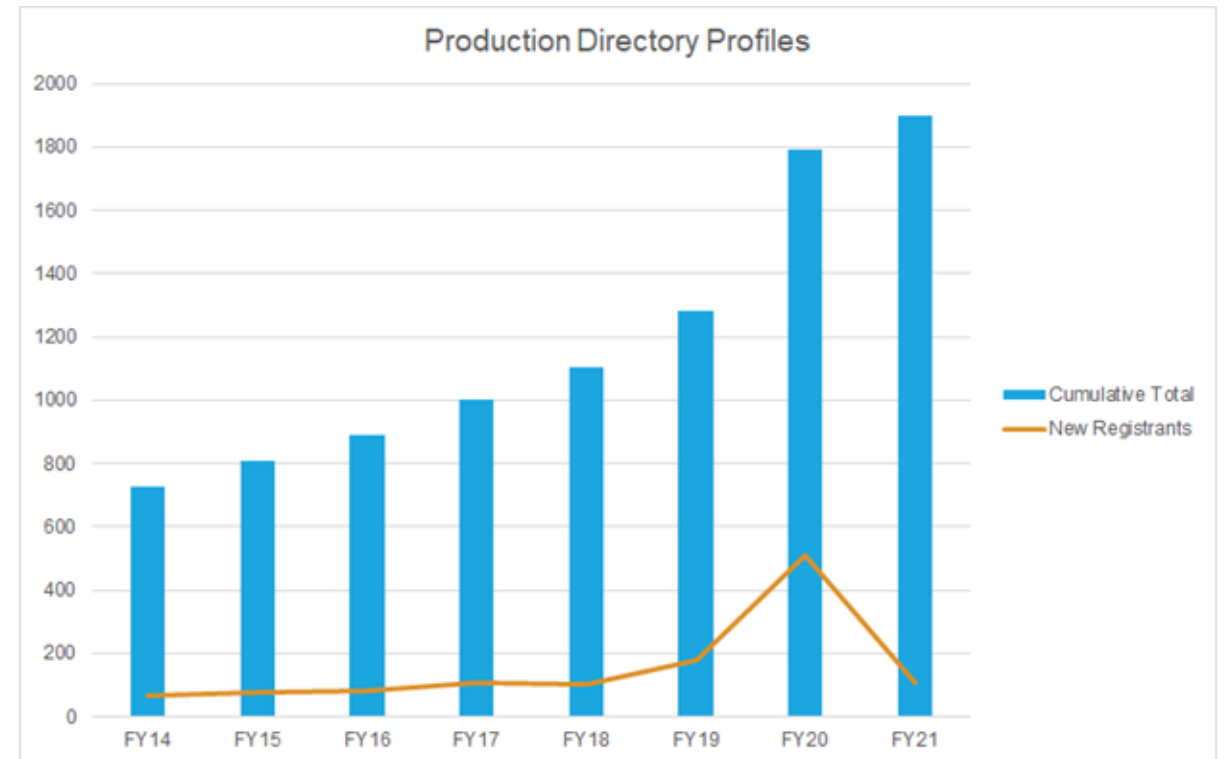
- For some, on-set experience can be the best form of education while others may prefer the film education programs available through Oklahoma's wide variety of esteemed universities, colleges, trade-schools and more. Additional resources for education exist within the local film festival circuit and other film focused groups and organizations who annually offer educational classes, panels, workshops and more, including many of the Oklahoma Film + Music Office's own events.



# OKLAHOMA PRODUCTION DIRECTORY

## A ONE-STOP-SHOP FOR ALL THINGS OKLAHOMA FILM

- The Oklahoma Crew Directory allows our local & expatriate film crew members to create a free profile and promote their skills and services to film and television productions in Oklahoma looking to hire employees and contract services.
- Categories exist for nearly every trade or service as film incorporates must all jobs position: construction, plumbing, marketing, catering/food trucks, mechanics, electrician, and new health and safety categories for COVID testing, PPE supplies and so much more!
- From Fiscal Year 2014 to Fiscal Year 2021 the Oklahoma Crew Directory has grown from a total of 728 registered crew members to a total of 1,899 registered Oklahoma crew members



# Building + Diversifying Oklahoma's Workforce is Key for Economic Growth.

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