



MINUTES

Date/Time: Thursday, September 19, 2024 – 3:30pm
Location: Celebration Cinema North on East Beltline

MISSION

Our mission is to provide Kent County hospitality related businesses an opportunity to meet professionally with a common interest to better serve our industry and community while furthering the overall tourism landscape of our region.

DISCUSSION ITEMS

Welcome & Introductions: Lisa Calhoun, KCHA President

Approval of June 2024 Meeting minutes (Approved)

Treasurer's Report – Lisa Calhoun, KCHA President: **\$5,486 balance**

Monthly Discussion: Michigan's Film Industry – **Selam Ghirmai - Michigan Film & Digital Media Office (MEDC)**
ghirmais@michigan.org; <https://www.michiganbusiness.org/industries/mfdmo/film/>

Production Directory: https://mi.reel-scout.com/crew_login.aspx

- Huge demand for content during COVID, despite shutdown of filming. The 2023 actor's strike also impacted the film industry across the country.
- Film incentives in Michigan ceased in 2015. More than 40 states have film incentives. Michigan has untapped potential for film projects in the future. Stimulates the local economy. Repositioning Michigan as a film destination.
- MEDC has absorbed costs for staff, website and maintenance through its Michigan's Growth Office.
- Four Bills in Michigan Legislature which would restore the film incentive program and allow the state to compete to bring film production back. Unique opportunity for location in Michigan for storytelling. Multi Media Bills Package – Senate Bill 438 & Senate Bill 439 and House Bill 4907 & Senate Bill 4908.
 - Need both chambers need to pass the bills by December 2024 and get to the Governor's desk to be enacted. Corporate videos, commercials and commercial photography unlike the past version.
 - There are minimums on the length and cost invested with projects to be eligible for the rebate (paid at the completion).
 - Need to add a Pure Michigan logo, Michigan Film Industry, Michigan Film Office and "Filmed in Michigan" logos at the end to also be eligible.
- Status of the Film Office: Since there is no film incentive funding, the Film Office is sponsoring film festivals and promoting film tourism. Film Festivals – The Next Frontier of Film Tourism.
 - In 2019, Michigan had 83 film festivals around the state. No two are the same, they embody the local community and there is a film genre diversity. Foster collaboration between film festivals and tourism.
 - Circle Michigan (group tour) and created brochures for self-guided film tours (Anatomy of a Murder, Escanaba in da Moonlight, Somewhere in Time).
 - Film Tour App for Batman vs Superman when it was filmed in Detroit. Location based mobile app. Unlocked when visitors were on site – which also resulted in restaurant visits and hotel stays.
 - Production Directory w/ local talent. Craft services for catering. [Hotels can be listed for housing production crews.](#)
 - Film Locations Gallery with 5,000+ locations – natural assets with lakes, desserts, urban skyline, small towns and all kinds of other options. Bringing production crews (films, commercials, online content). Connecting storytellers with people and places with over 4,000 qualified crew and vendors to assist the crews.

- Michigan Film Industry Association (MFIA) – lobbies for getting the bills passed (as Selam’s office can’t do that as a government funded). West Michigan Film Video Alliance – Deb Havens is another local film advocate.
- Film Office International Association – tourism driven by movies. Michigan produced 3 maps for locations where films were shot in the state.

Monthly Reports

- Experience Grand Rapids – Jaylyn
 - Restaurant Week (Nov 1-9). Voting component new this year. 3 price points (\$42, \$35 and \$45). Fall Partner Event – Wednesday, November 6 at Goei Center. Accessible tourism is the focus. More seminars and such on this topic coming in 2025.
- Grand Rapids Diversity & Inclusion – NA
- West Michigan Sports Commission – Connor & Alyssa
 - Grand Rapids was selected 2025-2026 for the National Adaptive Sports Championship (7 sports).
 - Oct 2 is when NCAA will announce the 2026-2027-2028 events and GR has several pitches in.
 - Golf outing was held Sept 18. Several minority owned businesses involved. Partnered with Holo Shoes (ever golfer got a pair).
- West Michigan Tourist Association – Kaylie
 - Fiscal year started September 1.
 - Annual meeting is October 21 in Mt. Pleasant with a Partner Reception.
 - New live camera in the next couple of days at Whitefish Point Lighthouse in Paradise over Lake Superior.
- Travel Michigan – MEDC – Nick
 - Fall Pure Michigan campaign is underway with focus on 5 different cities and some Midwest states.
 - Fall brand collaborations including Short’s Brewing and their Pure Michigan beer as well as Grand Traverse Pie Company new Maple Glaze flavor with the state outline in the crust. (Meijer, Kroger, Spartan) through Thanksgiving.
 - Ongoing effort with Tourism Exchange online business-to-business platform. Used by tour operators and travel agents world-wide. Michigan is one of the first six states creating this partnership.
 - Experience Grand Rapids will be having a meeting soon.
- Women in Hospitality Leadership-Grand Rapids - NA
- Grand Valley State University – Kristy:
 - International Hospitality Day (email sent this week with the agenda). Sent to tourism properties as well as area high school and college hospitality programs. Great line-up of speakers.
- Ferris State University – Kaky:
 - Mini Conference for Students on October 3 with Hospitality Advisory Board Members with a focus on mentorship. A new Supervision Class is part of that.
 - Working at the GR Wine, Beer & Food Festival and also attending the WIL event in November.
 - Process of moving the hospitality degree online for business and upper-level management for those in the industry already who want to enhance their degree.
- Grand Rapids Community College - NA
- Michigan Restaurant & Lodging Association - NA
- Michigan Cares for Tourism – Dianna
 - Adopt a Forest has been “canceled” except for a few events already lined up.
 - Next year’s big event will likely move back to the fall.

Upcoming Meetings & Events

- September 13-28 - ArtPrize
- Wednesday, October 2 – Grand Rapids Meetings Marketplace w/ Destination Michigan (www.destinationmi.com)
- Thursday, October 17 – Membership Meeting (ZOOM)
- Tuesday, October 29 – Savor & Soar – Hospitality Summit with Experience GR and GR Public Schools (www.experiencegr.com/discover-tourism/savor-soar/)
- November 1-9 – Grand Rapids Restaurant Week (www.experiencegr.com/restaurant-week/)
- Wednesday, November 6 – Experience Grand Rapids Fall Partner Event (Accessible Tourism) @ Goei Center
- Thursday, November 7 – Stars of the Industry Awards presented by MRLA @ St. John’s Resort, Plymouth (www.mrla.org/stars.html)
- Wednesday, November 20 – Women in Hospitality Leadership Conference @ JW Marriott (www.wihlcon.com)
- Thursday, November 21 – Cheers for Charity benefitting Hospice of Michigan @ DeVos Place (<https://showspan.com/grw/cheersforcharity/>)

- Friday, November 22 & Saturday, November 23 – GR International Wine, Beer & Food Festival @ DeVos Place (www.grwinefestival.com)
- December TBD – KCHA Holiday Party & Donation Collection for Ronald McDonald House West Michigan

Round Table Discussion

- Melissa from ShowSpan – Volunteer for GR Wine Festival (Saturday is higher payout). Lindsey Ruffin in the Volunteer Coordinator. Cheers for Charity is a different kick-off experience (\$150 per person includes a set number of food/beverage tasting tickets) with the best of the best brought into the Grand Gallery with select restaurants with small plates, beverages sampling. Link to form: <https://showspan.com/grw/volunteer/>

Adjournment

Kent County Hospitality Association
P.O. Box 1046 — Grand Rapids, MI 49501

www.KentCountyHospitality.org
www.facebook.com/groups/KentCountyHospitality