

## Motion Picture Tax Incentives Produce Business

The motion picture industry spent \$220.2 billion in 2021, more money than ever before, on production. States with motion picture tax incentives have pulled that spending out of traditional industry hubs and driven it to 36 states around the US. That, coupled with the acceleration of spending on production due to the streaming wars, has led to an industry that continues to boom. Georgia, a leader in providing incentives to attract this business, saw \$4.4 billion of direct production spending in 2021.

OHLA supports efforts in Ohio to restructure the state's tax incentive to seize this opportunity and bring business here. Proponents are advocating for revisions to increase the Ohio Motion Picture Tax Incentive cap from its existing \$40 million annually to \$140 million or more.

Motion Picture incentives matter because of their ability to help secure productions which produce large amounts of lodging stays. In 2021, Netflix's *White Noise* filmed in Northeast Ohio for 21 weeks after 6 months of preparations, employing 921 crew and 3,000 extras, **and booking 36,000 hotel room nights.**

In its post-election session, the Ohio General Assembly is expected to consider Senate Bill 341, legislation which would modify the film and theater tax credit and authorize a tax credit for capital improvement projects relating to the film and theater industries. OHLA will support efforts that use responsible mechanisms to incentivize proven ways to create business.

## TourismOhio Advertising Co-op Available

Lodging businesses in Ohio can obtain up to \$25,000 in matching funds for advertising through the *Ohio. Find it Here.* co-op advertising program. The deadline for applications is Nov. 18.

TourismOhio Director Matt MacLaren states that for 2023, the state expects to help more than 100 participants and match \$1.5 million to help partners tell their destination's story. By working together, the state's tourism office and businesses can get more people to choose Ohio!

Participating in the co-op program is a great way to grow your advertising budget. The state will match a total of \$1.5 million for tourism industry partners and businesses to promote visiting and living in Ohio. TourismOhio will match advertising investments dollar-for-dollar up to \$25,000, in exchange for displaying the *Ohio. Find It Here.* logo on your advertising.

Eligible advertising includes paid social media, digital, Connected TV, YouTube, and paid search advertising that have been vetted by the state tourism office's media experts, and which target segments and markets most relevant to your business, as well as content creation offerings including photography, videography, storytelling, and influencer engagements.

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The portal is now open, and you may make your selections at <https://tocoop.mtllc.com>. Selections must be made, and plans submitted via the portal, by November 18, 2022. If this is your first time participating in the co-op, you will need to create an account for yourself on the portal by clicking “Not registered? Sign up now” which is located below the Log In button. You can also download a copy of the 2023 co-op presentation [here](#).

## **Election Outcomes Impact Our Industry**

Pundits, pollsters and patrons flood us all with predictions of election outcomes in the months, weeks and days before each election. What matters is the impact on our businesses once we we know the results.

OHLA is proud to welcome political consultant and election expert Mark Weaver to help break down the outcomes of the 2022 election at a special owner/management company reception at the OHLA Annual Conference, The Road Ahead: Dream Big on Mon. Nov. 21.

Mark is an award-winning national political consultant and election law attorney. During the past three decades, he advised more than 800 political campaigns in 18 states. There are very few political challenges he has not seen or solved.

The Youngstown Vindicator called Mark, “the most prominent and successful political consultant in Ohio.” The Pittsburgh Tribune-Review agreed, calling him “among the top political strategists in the country.”

As a young consultant, he worked one-on-one with President Ronald Reagan and went on to advise many Republican candidates for Governor, U.S. Senate, Congress, state Supreme Court Justice, and other statewide offices. He has also advised the Republican legislative campaign committees in Ohio, South Dakota, and Pennsylvania.

He has written hundreds of campaign plans, supervised countless polls and focus groups, and produced more than two thousand TV and radio commercials, winning more than a dozen national awards for excellence in political advertising.

Mr. Weaver has taught graduate courses in Election Law and Advanced Campaign Management at the University of Akron Bliss Institute of Applied Politics. He has also served as an instructor at the Republican National Committee campaign management college.

Including Mark as a key part of the program for OHLA leaders, owners and management executives will allow for an intimate discussion of the impact of the election on our industry and on the business climate in general.

Contact [joe@ohla.org](mailto:joe@ohla.org) for details.

## **Races to Watch in the November General Election**

The race to replace U.S. Sen. Rob Portman (R) is bound to be one of the closest statewide contests in the Tuesday, Nov. 8 General Election.

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Republicans have generally dominated statewide elections outside of Democratic U.S. Sen. Sherrod Brown's seat and the Ohio Supreme Court in recent years. However, numerous polls and campaign fundraising numbers indicate that Republican J.D. Vance is facing a credible challenge to replace Sen. Portman by Democrat Tim Ryan.

Vance, a newcomer to politics, rose to national fame following the publication of his 2016 memoir *Hillbilly Elegy*. He won a crowded Republican primary after receiving the coveted endorsement of former President Donald Trump. Ryan has represented the Youngstown region in Congress for nearly 20 years and was an aide to former Democrat U.S. Representative Jim Traficant. Ryan won election to the House after his former boss was expelled and convicted of a number of criminal charges.

An average of polls from Oct. 7 to Oct. 30 showed Vance is leading Ryan by an average of 2%, although the most recent polls showed Vance leading by as much as 4%

The two candidates for the new 31st House District both have a history in local government for Summit County, as Rep. Bill Roemer (R-Richfield), the current representative of the 38th District, was previously on Summit County Council and his Democratic opponent Rita Darrow is a current county council member and past Macedonia city councilwoman. Under the new maps, the district is located entirely within Summit County, and Roemer previously held an at-large seat on the county council, giving him familiarity with the new district's communities and elected officials.

Upheaval in Ohio House District 18 sidelined one incumbent and left two newcomers to vie for the district, which is heavily favored for Democrats. After former state Rep. Stephanie Howse won a seat on the Cleveland City Council, the House Democratic Caucus appointed Rep. Shayla Davis (Garfield Heights) to fill the seat for the remainder of the term. Davis initially appeared to be a placeholder for former state Sen. Sandra Williams (D-Cleveland). Williams had said her plan was to run for the seat, previously Ohio House District 11, however she ended up not running. Davis then sought to run as an independent, which required her to "separate" from the Democratic Party. The race is now between Democrat Darnell Brewer and Republican Shalira Taylor.

## **Governor Announces Opening of New State Park Lodge**

The new Hocking Hills State Park Lodge and Conference Center has officially opened. "Hocking Hills attracts millions of visitors each year, and this new lodge will provide an even greater experience for Ohio and all its visitors," Gov. Mike DeWine said.

"There is so much local flavor that people will see all over the lodge," General Manager Todd Tucker said. "The artwork, the live edge lumber that surrounds the bar, the Nelsonville-made mantles above the fireplaces on the fireside concourse -- all of these things are from right here in Ohio and it's those special touches that make this place even more exceptional."

The new Hocking Hills State Park Lodge was built on the same footprint as the state park's former lodge restaurant and conference center, which was destroyed by a fire in December 2016. The total cost for the project was \$40 million.