



SECOND HALF 2025 IMPACT REPORT

The Economic & Cultural Impact of Film in Cincinnati

Presented to Cincinnati City Council · Film Cincinnati



■ Cincinnati's Film Commission Since 1987

Film Cincinnati is the nonprofit film commission for the Greater Cincinnati region — founded in 1987 and incorporated as a 501(c)(3).

For nearly four decades we have connected studios and productions to Cincinnati's locations, crew, and businesses — strengthening the region's creative economy with every project we bring home.

“Storytelling is important. Part of human continuity.”

— Robert Redford



Founded in 1987

Established to bring film production — and its spending — to Greater Cincinnati.



A pioneering nonprofit

The first U.S. film commission set up as a 501(c)(3) — and later, the first to cross state lines.



37+ years of production

A trusted bridge between Hollywood and Cincinnati.



■ \$32.06M in Economic Impact — H2 2025

Two film productions and AFCI's 48th Cineposium, the largest film-industry conference in the Midwest

\$32.06M

Combined economic
impact

10,320

Hotel room nights
generated

620+

International
attendees

36

Countries
represented

*The A24 / Plan B feature *The Chaperones* filmed across the Cincinnati region, while the international conference drew 620+ professionals from 36 countries.*



■ What \$32 Million Looks Like Locally

Where film and conference dollars land across the Cincinnati economy



Crew paychecks

Local cast & crew hired across dozens of trades.



Gear & rentals

Camera, lighting, grip & vehicle rentals from area vendors.



Hotels & dining

Room nights, restaurants & catering throughout the stay.



Local businesses

Lumber, fuel, locations, services & supplies citywide.

\$670,000+

added to the local economy for every day cameras roll on location.

Source: Motion Picture Association

\$22M in film production budgets came to the region — with the majority spent right here on local crew, vendors, hotels, and businesses, and an additional **\$1.26M** from hosting the AFCI Cineposium.

■ 10,320 Hotel Room Nights

10,320

Total hotel room nights generated

7,320 from two film productions + 3,000 from the international conference

THE RIPPLE EFFECT — every booking cascades through the local economy



\$250

avg. daily spend per attendee — food, transport & retail

\$750K

direct attendee spending in the local economy

\$150K

local venue, catering, AV & event services

One Production, Jobs Across the City

A single feature film puts dozens of local trades to work — and spends in every corner of Cincinnati



A MAJOR MOTION PICTURE HIRES ACROSS:



Camera & lighting



Electric & grip



Set construction



Art & set decoration



Hair & makeup



Wardrobe



Transportation



Catering & craft services



Locations & permits



Production office



Sound



Background casting



And we shoot citywide. Productions rent homes, storefronts, restaurants, and parking from small businesses in neighborhoods all over Cincinnati — the spending reaches the whole city, not just downtown.

■ The Largest Cineposium in AFCI's 50-Year History

Cincinnati hosted the global film-commission community — and set new records doing it



Academy Award winner George Clooney
in the AFCI Cineposium keynote conversation

ATTENDANCE vs. THE PREVIOUS CINEPOSIUM

~120 → 620+

attendees at the
previous Cineposium

attendees in Cincinnati — from 36 countries



Highest-grossing Cineposium ever

The most revenue the conference has generated in its 50-year history.



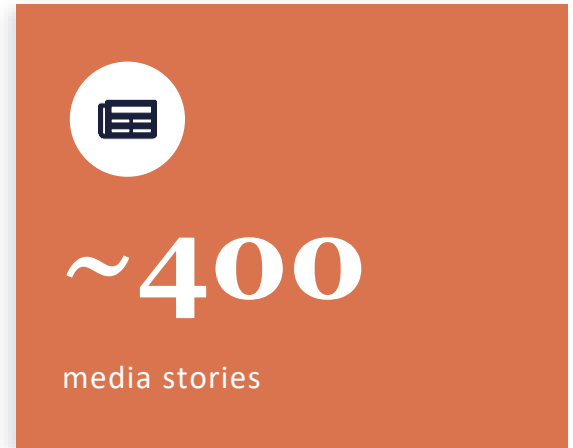
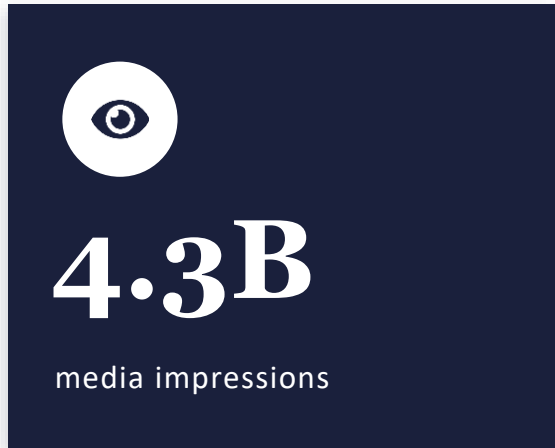
The first ever open to non-members

Opening the global industry's premier gathering to our own Cincinnati community.

"Storytellers broaden our minds: engage, provoke, inspire, and ultimately, connect us." — Robert Redford

A \$41 Million Brand Dividend

Film Cincinnati's earned-media reach across local, national & film-trade press in 2025



What this means for Cincinnati: nearly 400 stories reached 4.3 billion impressions, delivering \$41M in free exposure that fuels tourism, talent attraction, and economic development — brand value that builds on the \$32.06M in direct spending.



Cincinnati Keeps Earning National Recognition



60%

**of Ohio's motion picture
tax credits**

went to Cincinnati-area productions in
2024.



8 years

**on MovieMaker
Magazine's list**

of the Best Places to Live & Work as a
Moviemaker — eight years running.



2024

a Sundance finalist city

named a finalist to host the Sundance
Film Festival.



Backed by real infrastructure: a deep, experienced IATSE Local 209 crew base and the largest grip & electric equipment house in the Midwest.



THE BOTTOM LINE

Film Is Working for Cincinnati

Film Cincinnati's work pays back in two ways — a stronger economy, and a stronger identity on the world stage.



A Stronger Creative Economy

- \$32.06M in direct economic impact in H2 2025
- Jobs across dozens of local trades, citywide
- Spending in small businesses in every neighborhood



A Global Brand & Identity

- 620+ industry leaders from 36 countries, here in person
- 4.3B media impressions · \$41M in earned media value
- A creative capital alongside Barcelona, Paris & Seoul

“When film thrives here, Cincinnati grows — and the world takes notice.”



LOOKING AHEAD · 2026 AND BEYOND

Building Cincinnati's Film Future

Three initiatives to scale the creative economy over the next five to ten years — powered by citywide collaboration.

1

A Film Center

Teaching content creators the business of filmmaking in partnership with producer Christine Vachon — so the profession stays viable and keeps moving forward.

2

A Legacy Event

A marquee event to put Cincinnati on the world stage — now in discovery.

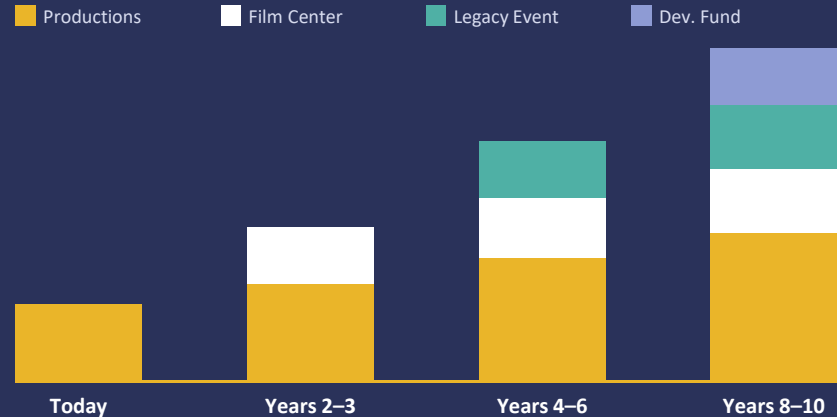
3

A Development Fund

Dedicated capital to attract, finance, and scale regional productions.

A Scalable Future

Compounding economic impact through citywide collaboration — illustrative



“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

STEVEN SPIELBERG

Director, producer, and three-time Academy Award winner

