Department of Public Works

Division of Special Events, Filming and Tourism
PEOPLE - RESOURCE - PROCESS
A division that services the City's People, provides Resources of support for organizers, and commits to a user-friendly Special Events and Filming permit Process.
# Division of Special Events, Filming and Tourism

## Objectives and Commitments

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Provide efficiency and consistency for permit approvals.</td>
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<td>2</td>
<td>Serve as a clearing house and support center to build a stronger partnership with community stakeholders.</td>
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<td>3</td>
<td>Collaborate with impacted neighborhoods to operate safely and effectively.</td>
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<td>4</td>
<td>Increase opportunities for community stakeholders to benefit from a positive economic impact.</td>
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CITY SERVICES FOR MAJOR EVENTS AND FILM PRODUCTION
## Tourism Driven Events and Filming

### Bid Support

<table>
<thead>
<tr>
<th>City of Cleveland's Role</th>
<th>Division of Special Events, Filming and Tourism's Role</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Provide support and a level of commitment.</td>
<td>Create content and prepare estimates for city assets and services related to the bid criteria/specifications.</td>
<td>NOBLE Conference, NFL Draft</td>
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</tbody>
</table>

### Technical Services

<table>
<thead>
<tr>
<th>City of Cleveland's Role</th>
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<th>Examples</th>
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<tr>
<td>Provide quality customer service experience.</td>
<td>Fulfill the bid commitments by providing services and permits through an expedited process. Permit/project and bid agreement management.</td>
<td>The Bachelor, The Marksman, Judas and the Black Messiah, RNC</td>
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## Tourism Driven Events and Filming

<table>
<thead>
<tr>
<th>Communication</th>
<th>City of Cleveland's Role</th>
<th>Division of Special Events, Filming and Tourism's Role</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td><strong>Identify Opportunities</strong></td>
<td>Minimize disruption in Cleveland neighborhoods, communities and businesses.</td>
<td>Outline uniform timelines, public announcements and notifications to increase preparation and mitigate major disruptions.</td>
<td>USA Triathlon, and Stakeholders Meetings</td>
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<td></td>
<td>Build equity for Cleveland residents and stakeholders.</td>
<td>Organize workshops with a focus on workforce development and/ or vending opportunities. Facilitate efforts for outreach programming that will directly impact the youth community.</td>
<td>MLB Allstar Legacy Projects, Street Vendor Meetings</td>
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</table>
2016-2021 SNAPSHOT
MAJOR EVENT AND FILM PRODUCTIONS

(City’s special events office conducted services for the major event and film productions listed below.)

- Republican National Convention
- CAVS Championship Parade
- MLB World Series
- American Ninja Warrior
- White Boy Rick
- Acts of Violence
- The Native Son
- MLB All-Star
- Judas and the Black Messiah
- Cherry
- The Marksman
- Queen & Slim
- The Bachelor
- Black Ink Crew
- Presidential Debate
- NFL Draft
Dear Ms. Hand:

As a Cleveland based location manager in the motion picture industry who has coordinated the filming of 12 motion pictures over the course of the past 13 years in Cleveland, I support the creation of a web based Film permitting process. This would replace the current offsite separate construction, traffic, and site variance permits. A consolidated web based permit would not only streamline the current review and approval process, but also more efficiently disseminate relevant information to various city departments involved in approving the permit.

The current permit does not ask for a description of activities to be performed (stairs & pyrotechnic information is excluded from the application), crew size, number of vehicles and/or trucks, or temporary structures. A dedicated film permit application could ask for this and other essential information.

The creation of a comprehensive film permit would also eliminate information flow issues that have resulted from out of town location managers and producer’s unfamiliarity with the existing permit process. A web based consolidated permit process that is similar to those used in other film production cities would decrease this user error (the error of omitting relevant information).

The existing permitting process does not easily allow for “rain cover” changes to the filming schedule (when extensive filming is postponed a day or 2 later due to weather). A consolidated and streamlined web based permit could speed up the approval process for such circumstances.

I support your efforts to grow out of state investment into the region via the overhaul of the film permitting process. It will make the process of filming here more efficient, and attract more out of state motion picture investment to Northeast Ohio as a result.

Bill Garvey
Location Manager
IATSE Local 299
bill299@msn.com
957.287.507 cell

Thursday, June 3, 2021

Ms. Esha Hand
Manager of Events
Office of Special Events
Dept. of Public Works
City of Cleveland

From: William Garvey <WilliamGarvey@locationsfinder.com>
Sent: Thursday, June 03, 2021 10:47 PM
To: Esha, Hand

Subject: Letter of Support for the Creation of a Web Based City of Cleveland Film Permit
June 1, 2021

Michael Cox
Director, Department of Public Works
City of Cleveland
601 Lakeside Avenue
Cleveland, Ohio 44114

Dear Director Cox,

First off, I would like to thank you for our long-standing wonderful relationship. You have always been a terrific partner in our efforts to consistently position Cleveland as one of the best cities in U.S. for the hosting major events.

As per your request, this letter illustrates my support of Ordinance 287-2021, and offer anything we can to help. We have such positive momentum, and we are happy for any changes or additions that best allows us to continue our partnership and keep our city advancing.

As always, please reach out if you need anything else.

Sincerely,

David Gilbert
CEO
Division Permits

Block Party (Newly added): Residential block and/or street clubs.

Park Use: City-owned parks and pavilions.

Parade: Parades, races/walks, bicycle & motorcycle rides, and processions.

Special Events (Outdoor Events): Athletic events, ceremonial events, concert/theater performances, corporate events, fairs, festivals, food truck events, fundraisers, markets, receptions, ribbon cuttings.

Film: Commercials, corporate promotional videos, digital content, live television productions, movies, music videos, reality shows, student films, and television series.
<table>
<thead>
<tr>
<th>Neighborhood Green Spaces</th>
<th>Historic Coast Guard Station</th>
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<tr>
<td>City Hall Rotunda and Cafeteria</td>
<td>Perk Plaza</td>
</tr>
<tr>
<td>Cleveland Cultural Gardens</td>
<td>Settler's Landing</td>
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<tr>
<td>Cleveland Public Square</td>
<td>The Malls</td>
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<td>Voinovich Park</td>
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Use Permit Roadmap

Birthday Parties, Church Activities, Wedding Ceremonies, Reunions, Picnics

1. Inquiry: Client/ Customer Service
2. Review: Process
3. Issuance: Logistical approval
4. Retention: Evaluation Process

This is our plan as we build an efficient accessible permit process.
Special Events and Film Permit Roadmap

Athletic Events, Concerts/Performances, Corporate Events, Farmers Markets, Festivals, Films, Parades, Resource/Vendor Fairs

- **PERMIT APPLICATION**
  - Inquiry: Client/Customer Service

- **REVIEW/ CHECK PLANS**
  - Preparation: Schedule Presentation

- **MANAGE CORRECTIONS**
  - Follow-Up: Manage Logistical Approvals

- **PERMIT ISSUED**
  - Inspection: Finalize Permit Information

- **RETENTION**
  - Direct Evaluation Process and Reserve Future Dates
Operational Needs & Collaboration Project Management of City Partnerships Within The Industry:

- Neighborhood Development Corporations
- Convention Center Management Company
- Destination Cleveland
- Greater Cleveland Film Commission
- Greater Cleveland Sports Commission
- Group Plan Commission
- International Alliance of Theatrical Stage Employees (IATSE Local Union)
Meetings provide an opportunity for Organizers to discuss the activity, address potential issues, and voice concerns prior to the formal submission of the respective permit application. It facilitates open communication about the project scope and provides a realistic view of the permitting process, requirements, and timetables.
Snapshot - # of Permits Issued

**Park Use**
- 2018: over 600
- 2019: over 700

**Special Events**
- 2018: over 120
- 2019: over 150

**Film Activity**
- 2018: 10
- 2019: 15

**Parades**
- 2018: over 120
- 2019: over 120

**City Equipment**
- 2018: 10
- 2019: 10

*Note: All figures include conducting Special Events Committee process.*
Snapshot
Site Visits/Monitoring Permits
July 4, 2019
Expansion Opportunities
Enhanced services for City of Cleveland Residents and Stakeholders

EVENT/FILM MANAGEMENT AND PROJECT COORDINATION
Increase Clientele Experience

- Liaising with residents and stakeholders; strengthen the agility in the approval and issuance of permits.
- Implement a multi-level review process; allow for different levels of review based on thresholds of activity scale or impact.
- Informational Sessions; develop formal comprehensive workshops with CDCs and other partners for vending, and permitting events & films. Design additional avenues for event and film workforce opportunities with partners.
Expansion Opportunities cont.
Enhanced services for City of Cleveland Residents and Stakeholders

EVENT/FILM MANAGEMENT AND PROJECT COORDINATION
Increase Customer Service/Clientele Experience

- Increase sustainability efforts; maximization of technology.
- Implement evaluation process.
- Marketing efforts; expand digital platforms for neighborhood venues, parks, and their amenities. Design a user friendly public calendar.
- Implement a dedicated film permit and procedure to display a municipal commitment to the industry.
THANK YOU