

from the Michigan Film Office...

TROY'S SOMERSET INN CONQUERS SUMMER DOLDRUMS WITH FILM BUSINESS BOON

**Over 7,000 room nights used, or booked through end of 2008;
\$1.2 million projected in film business revenue**

Business: Somerset Inn, Troy

Most recent business developments:

- Hired over 20 new employees in areas such as housekeeping, front desk, kitchen, restaurants
- Increased operational purchasing 15–20%, to over \$70,000
- Projected guest room revenue of \$850,000 since film incentives took effect, plus incidental revenue of \$350,000.

Recent projects: *Red & Blue Marbles, Gran Torino, Hung*

Upcoming assignments: *Gifted Hands*

Profile:

Suburban mainstay hostelry with a historic auto-centric client base. The usual annual summer lull (with spending freeze and layoffs), exacerbated by the auto industry slump, has been more than offset by the Michigan film industry boom. Conveniently located near the Somerset Collection shopping mall and I-75 freeway, the hotel also has available production office space situated in an attached office building.

Key developments:

- To better attract film productions and personnel, an upgrading of room amenities has been implemented, including new coffee makers, refrigerators, transportation assistance, etc. Expenditures averaging approximately \$200 per room.
- Interest received from several additional production companies including HBO, Backyard Productions, Radical Media.

Quote from Pam Holland, Director of Sales and Marketing, Somerset Inn

“This bill is the single best thing the governor has done for this state, and no one in any of these areas of activity—in the suburbs, downtown Detroit, or even outstate—would say it is anything short of spectacular. It is by far the best thing that’s ever happened to Michigan.”

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