



## A message from the president

We're thrilled to share with you the 2013 Summer Brooklyn Labor Market Review. Brooklyn has exploded over the past five years as the new hot place for filming. From movie shoots to music videos, Brooklyn and its iconic landmarks are now a destination for top rated productions, and along with this trend comes jobs! More Brooklynites are working in film, media and related occupations than ever before, and small businesses are benefitting from film production at their back door. And with new investment in the borough's premier production facility, Steiner Studios, incredible locations like Broadway Stages and an infusion of millions of dollars from the Mayor's Office of Media and Entertainment, led by Commissioner Katherine Oliver, in the Brooklyn College Barry R. Feirstein Graduate School of Cinema and Made in New York Center for Digital Studies, Brooklyn is well on its way as a leading locale in the film and television production industry.



**Carlo A. Scissura, President and CEO**

### ● Movie production takes off in Brooklyn

Brooklyn's renaissance has taken many forms—from the surge in housing construction, to scores of new restaurants, trendy neighborhoods, and a resurgence of industrial activity at the Navy Yard. Brooklyn has not only led all boroughs in job growth over the past decade, but it is on the cutting edge of New York City's flourishing technology and cultural sectors.

One industry that exemplifies Brooklyn's dynamism is film and television production. From location shoots in Red Hook and Park Slope to movie sets and sound stages at Steiner Studios in the Navy Yard, film and TV production is boosting Brooklyn's business boom.

Citywide, film and TV production employment has grown by two-thirds over the past seven years, rising from a little under 19,000 in 2005 to over 31,000 in 2012. Because many people working in this industry are reported on the payrolls of Manhattan-based businesses, Brooklyn's payroll employment number likely vastly understates film and TV production taking place within the borough. Still, the reported payroll employment level for Brooklyn has been rising by an average of 20 percent a year since 2005.

Brooklyn film and TV production employment rose from 175 in 2005 to nearly 300 in 2010, and has more than doubled over the past two years. Much of this recent job surge is likely due to the opening of five new sound stages at Steiner Studios in March of 2012 and ongoing improvements at Broadway Stages,

a quarter century old film production studio in North Brooklyn. The expansion at Steiner Studios increased capacity to a total of 355,000 square feet, including editing suites, mill shops and prop storage. Opened in late 2004, Steiner Studios boasts the largest soundstage on the East Coast.

The film production industry offers a broad spectrum of well-paying positions ranging from actors and directors to highly skilled camera, lighting and sound professionals to an array of supporting positions and set construction trades. The average annual wage for Brooklyn film and TV production employees in 2012 was \$94,000, more than twice the \$35,000 borough-wide average for the private sector.

The payroll employment data for the New York City film and TV production industry significantly understate the magnitude of the industry. This results in part from the project nature of economic activity in film production. Producing a movie can be a three- or six-month project. A season's worth of a television series will be produced over the course of a few months. Some of the acting, backstage or post-production work may be performed by project-specific independent contractors. In fact, the number of independent contractors working in film production who live in Brooklyn (2,300 in 2011) is nearly four times as large as the number of payroll employees working in the industry within the borough.

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### *Movie production, Cont. from page 1*

In addition, many performers and writers are typically paid as independent contractors. There are nearly 20,000 independent artists, performers and writers living in Brooklyn who are paid as independent contractors. Many of these independent artists and performers likely work in film production in the city, and some, undoubtedly, work part of the year in Brooklyn.

The borough's burgeoning film production sector has an economic impact that extends to a range of other industries. That is, film and TV production companies purchase materials and services from many other industries, including lumber and

hardware suppliers; banking, accounting, legal and other business services; as well as camera rental, hotel and catering services. A wide range of Brooklyn businesses have benefited from the expansion of movie production in recent years.

In fact, film production has one of the highest multiplier impacts of all sectors of the economy. In addition to what is purchased from suppliers, because average film production wages are fairly high, the industry generates significant consumer demand when its employees spend their wages.

### ● Diversifying film production

Brooklyn is at the cutting edge of two showcase efforts to further diversity in film production. The "Made in NY" Production Assistant Training Program, which grew out of a partnership between the Mayor's Office of Media and Entertainment and nonprofit Brooklyn Workforce Innovations (BWI), trains local residents for entry level jobs on set and in production offices. To date, the program has graduated over 400 individuals (96 percent people of color) who have worked on over 2,000 productions. BWI recently located at the Navy Yard to capitalize on synergies with Steiner Studios.

Because the high cost of private graduate film schools limits access, Brooklyn College is developing a graduate school of

cinema that will offer specializations in screen-writing, directing, cinematography, production management, and post-production. Expected to open its doors in the fall of 2015, the Brooklyn College cinema school will provide an affordable, high quality graduate education to broaden access to students from inner city communities who historically have seen limited opportunities in film and television production. With a \$4.7 million allocation to create the Made in New York Center for Digital Studies, and an additional \$2 million in scholarship and program development funding, the Mayor's Office of Media and Entertainment is showing tremendous commitment to education and training for this growing industry in Brooklyn.

### ***Brooklyn Film and Television Production by the Numbers***

- Located in the Brooklyn Navy Yard, Steiner Studios provides **355,000 square feet** of state-of-the-art production space and related facilities, including the largest soundstage on the East Coast.
- Movie and television production employment has been growing **20 percent a year** since 2005.
- Average wages in Brooklyn film and TV production were **over \$94,000** in 2012, more than twice the average private sector wage.
- **Over 400 graduates** of the "Made In NY" Production Assistant Training Program have gone on to jobs in the industry, working on **over 2,000 productions** in jobs including as grips, field producers, set decorators, and camera assistants.
- With one of the highest multiplier impacts of any industry, every 100 jobs in film and TV production generates an **additional 210 jobs** among suppliers and in businesses serving consumer demand.

This issue of Brooklyn Labor Market Review was prepared by the Fiscal Policy Institute ([www.fiscalpolicy.org](http://www.fiscalpolicy.org)).

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