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Success Stories

Many productions have discovered the advantages of coming to Michigan. The production companies have been pleased with the results, and hundreds of residents, vendors and business owners have had positive experiences, also. Here are a few of their stories.



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The Oink Joint

Classic east coast style diner was converted to a pork & rib restaurant specifically for Drew Barrymore's directorial debut, *Whip it*. New owners and rookie restaurateurs Ann and David Rheame retained the new theme, utilized actual menus used in the film, secured all rights to the name, and since re-opening on Black Friday of 2008, has been a huge tourist attraction. By stressing hard work, good food and service, the eatery has been an immediate tourist hit on Sera Rd. off Route 83, just two miles from the Birch Run outlet stores, and five miles south of historic Frankenmuth. Hoping to again display the 16' tall styrofoam pig that sat atop the roof during filming, the Oink Joint already has created enormous buzz months before the film opened in theatres, Friday, October 9, from Fox Searchlight Pictures.

Gross sales volume: 60% above projections.
Estimated value of building renovations: \$30,000 (conducted by film company).
Oink Joint memorabilia sold: 300 t-shirts, 75 baseball caps, sold nationwide.

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