

No.	Task Force	Task No.	Task	Task Suggestions	Revised Timeframe	Primary Owner(s)	Economic Development Strategic Plan Page Number	Status
1	Community Enhancement	CE-DFMDE-1	Discuss and report on a plan unifying efforts and increasing cooperation among key players leveraging growth in FMDE.	Study and find ways to coordinate cooperation and feeder programs between Decide DeKalb, DeKalb County Schools, DeKalb colleges and trade schools, DeKalb WorkSource, IATSE, GFA, GSIA, and others.	Short-term	Decide DeKalb FMDE, WorkSource, GSIA, GFA, DeKalb County Schools, GPTC, Emory, Agnes Scott	p.25	In Progress
2	Community Enhancement	CE-DFMDE-2	Work with schools with existing computer labs, recording studios, and Film/TV facilities to expand extra-curricular activities promoting development of FMDE skills in students.	Example: PBS Channel 24.	Short-term	Decide DeKalb FMDE, WorkSource DeKalb	p.67	In Progress
3	Community Enhancement	CE-DFMDE-3	Explore and expand already existing and successful programs within DeKalb WorkSource, Youth Services.	I.e. 'Through My Lens Project' (Tommy Ford) and 'Go Digital DeKalb.'	Short-term	Decide DeKalb FMDE, WorkSource Youth Services DeKalb	p.25	In Progress
4	Community Enhancement	CE-DFMDE-4	Discuss ways to provide industry related exposure and "Burst" training sessions to teachers.	Explore ways to familiarize teachers and administrators with innovative technologies and techniques student may already understand to help encourage them engage students with tech events, Game-Jams and competitions.	Short-term Mid-term Long-term	Decide DeKalb FMDE, DeKalb County Schools.	p.70	In Progress
5	Community Enhancement	CE-DFMDE-5	Explore implementation of recognizing and encouraging excellence in FMDE in DeKalb County Schools.	Example: Decide DeKalb Film, Music, and Digital Entertainment awards/plaque given to middle and high school students elected by their teachers as excelling in areas of FMDE each year at annual school award ceremonies.	Short-term	Decide DeKalb FMDE, DeKalb County Schools.	p.79	In Progress
6	Community Enhancement	CE-DFMDE-6	Consider implementing a student exchange program based around the epicenters of Film, Music and Digital Entertainment at the national and international levels.	Research and discuss other successful programs and determine if can be implemented in DeKalb.	Short-term	Decide DeKalb FMDE, DeKalb County Schools, Local Technical Schools and Colleges	p.79	In Progress
7	Community Enhancement	CE-DFMDE-7	Market Workforce Enhancement (WE DeKalb) Housing Grant Program. Explore WorkSource relocation incentives for FMDE.	Review similar programs such as Savannah.	Short-term Mid-term	Decide DeKalb FMDE, WorkSource	p.45	In Progress
8	Community Enhancement	CE-DFMDE-8	Explore, implement, and forge Strategic Partnership Plan	Explore, implement, and forge Strategic Partnership Plan Form strategic partnerships with professional organizations and events. Consider the following groups: WIFTA, IGDA, MPAA, GGDA, TRA, NATAS, ASCAP, BMI, SESAC, Nashville Songwriters Association International, Producers Guild of America (see Eagle Rock safety training), Writer's Guild, Decatur Book Festival (Book Trailer Contest), Govt. and community organizations, Eagle Rock, Crawford Media, Third Rail, Black Hall, Atlantic Records, GamesthatWork, GSU, GPTC, Emory, Agnes Scott, GDED, Association of Film Commissioners International, Porter Sanford, Callanwolde, Spruill Center for the Arts, Oglethorpe, Art Station, Schwartz Center/Emory, PushPush Theater, Atlanta Jewish Film Festival, DragonCon, MomoCon, GSU Film Festival, Caribbean Film Festival, Out on Film, Atlanta Asian Film Festival, Georgia Latino Film Festival, Recording Studios (Sugarland, Southside, SAP), Georgia Music Day, SCAD aTVfest, Eddie's Attic, Avondale Town Cinema, Lithonia Amphitheater.	Short-term	Decide DeKalb FMDE, Industry Groups	p.30	In Progress

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9	Community Enhancement	CE-DFMDE-9	Explore instituting certificates/scholarships for advanced training with existing organizations, schools and potentially online.	Examples: advanced film training with IATSE, introductory film training with GFA/GPTC, PA Bootcamp, online such as Code School, Lynda.com. Implementation and execution would likely be a Long-term goal.	Mid-term	Decide DeKalb FMDE, DeKalb Technical Schools and Colleges	p.79	Not initiated
10	Community Enhancement	CE-DFMDE-10	Explore holding a DeKalb FMDE Speaker Series/Networking Mixers.		Short-Term/Mid-term	Decide DeKalb FMDE	p.79	Not initiated
11	Community Enhancement	CE-DFMDE-11	Explore FMDE hiring fairs.	Consider partnering with existing hiring fairs i.e. GGDA, MomoCon, TAG.	Short-term/Mid-term	Decide DeKalb FMDE, Alternate Job Fairs	p.71	Not initiated
12	Community Enhancement	CE-DFMDE-12	Develop a list of training opportunities and sites.	Determine support options for training programs. (Note this item relates to (CE-1) DFMDE.	Short-term	Decide DeKalb FMDE	p.67	In Progress
13	Community Enhancement	CE-DFMDE-13	Match WorkSource training programs to existing Film, Music, and Digital Entertainment (FMDE) business needs. (Same as EE 11)	Develop a survey and include questions regarding WorkSource needs within FMDE from area employers. Share results with DeKalb County (WorkSource Development) who will work with local technical colleges. Data should be used to specifically determine if the right programs currently exist, develop programs that match existing FMDE business needs and identify ways to market these programs to employers.	Mid-term Long-term	DeKalb County Gov't, Decide DeKalb FMDE	p. 25	In Progress
14	Community Enhancement	CE-DFMDE-14	Explore ways to strengthen talent pipeline by creating professional service programs and dual degree programs for high school students interested in careers in Film, Music, and Digital Entertainment.	DeKalb County Schools, the DeKalb Chamber of Commerce, and Decide DeKalb FMDE should work together to better determine how to create, implement and assess these programs.	Mid-term Long-term	DeKalb County Schools, DeKalb Chamber, Decide DeKalb FMDE, Local Technical Schools and Colleges	p. 67	Not initiated
15	Community Enhancement	CE-DFMDE-15	Initiate partnerships that work with local high schools, universities, and trade schools to develop effective job training programs which teach skills in the Film, Music, and Digital Entertainment industry.	The DeKalb Chamber of Commerce should convene a meeting with various stakeholders and partners to determine if this recommendation is feasible by 2018 and take the lead in executing. The actual action items associated may take longer to implement.	Long-term	DeKalb County Schools, Local Technical Schools and Colleges, DeKalb Chamber, Decide DeKalb FMDE	p. 70	In Progress
16	Community Enhancement	CE-DFMDE-16	Discuss ways to expand educational partnerships and internships with private sector in Film, Music, and Digital Entertainment (Adopt a School programs).	DeKalb County Schools and the DeKalb Chamber of Commerce should work together to expand current work-based learning programs. Businesses should provide more opportunities for students to be placed in work settings and studios working in Film, Music, and Digital Entertainment. Explore the feasibility 'residencies' with established studios for DeKalb based content creators.	Long-term	DeKalb County Schools, DeKalb Chamber, Decide DeKalb FMDE	p. 79	In Progress
17	Community Enhancement	CE-DFMDE-17	Better leverage specialized academic programs to support training in Film, Music, and Digital Entertainment (FMDE)	DeKalb County Schools should evaluate existing academic programs to determine if existing programs can be augmented or changed to the requirements of 'new' media. For example computer coding languages could be substituted for certain language electives as well as implementation of writing for digital content creation, film, song writing, and narrative could be implemented into creative writing programs.	Long-term	DeKalb County Schools, Decide DeKalb FMDE, DeKalb Chamber	p. 79	In Progress

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18	Community Enhancement	CE-DFMDE-18	Consider funding tuition for low-income students to attend local universities/ colleges for degree and certificate programs in Film, Music, and Digital Entertainment.	Low-income students and families interested in post-secondary educational options should be exposed to the following opportunities: <ul style="list-style-type: none"> <li>• WorkSource, College, and Technical School opportunities in FMDE</li> <li>• Career &amp; college fairs at schools and in communities; and</li> <li>• Tuition assistance available from the business, non-profit, and FMDE communities.</li> </ul>	Beyond 2019	DeKalb County Schools, Private businesses, Non-Profits, Decide DeKalb FMDE	p. 79	Not initiated
19	Existing Business and Entrepreneurship	EE-DFMDE-1	Explore the development of a Film, Music, and Digital Entertainment economic 'Entertainment District'.	Invest the necessary resources to conduct further research. Develop a plan that potentially includes the appropriate geographic areas, available corporate space, resource mapping, power grid, fiber, data centers, options for access to transportation, walk-ability, retail and dining, etc. Engage key stakeholders early in the development of a plan. This zone would be for the centralized creation of studios, performance venues, live-work space, consumer dining, and retail. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Short-term Mid-term Long-term	Decide DeKalb FMDE, DeKalb County Gov't	p.84	Not initiated
20	Existing Business and Entrepreneurship	EE-DFMDE-2	As part of the FMDE economic 'Entertainment District', explore business and investment partnerships to attract/build a major events/performance/eSports capable venue.	Invest the necessary resources to conduct further research. Develop a plan that includes the appropriate geographic areas, potential business partnerships, resource mapping, power grid, fiber, data centers, options for access to transportation, etc. Engage key stakeholders early in the development of a plan. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Mid-term Long-term	Decide DeKalb FMDE, DeKalb County Gov't	p.84	Not initiated
21	Existing Business and Entrepreneurship	EE-DFMDE-3	Engage '13 Cities' and encourage them to create/appoint a person responsible for overseeing business and community efforts related to Film, Music and Digital Entertainment.	Encourage '12 Cities' to oversee self-assessment and provide results to DFMDE regarding existing businesses, venues, and significant artists/content producers both in Film, Music, Digital Entertainment as well as other 'traditional' Arts, Culture and Entertainment in their jurisdiction. Collaborate with 12 city film liaisons on county entertainment strategy. Work with city liaisons to create current lists of available locations. Collaborate with city contacts for consistent marketing strategies. Determine where, when, how and why communications are sent out.	Short-term Long-term	Decide DeKalb FMDE	p.84	In Progress
22	Existing Business and Entrepreneurship	EE-DFMDE-4	Assess strategies for retaining upper level talent retention in DeKalb and Georgia.	Areas to look at would include salaries, contracts and 'non-competes,' quality and quantity of work, content and performance venue availability, recognition and awards, and live/work space to creatives and content creators.	Long-term	Decide DeKalb FMDE, DeKalb Chamber, ChooseATL	p.79	Not initiated
23	Existing Business and Entrepreneurship	EE-DFMDE-5	Identify and establish location service policy and procedures along with a written checklist for location services to be provided by commission.	Compile comprehensive and detailed database for film friendly locations and primary contact. Establish links to database on every partner website; county, city business. Work with county GIS to complete set up of comprehensive mapping system and establish link to system on county and city websites. Compile comprehensive list of film permit policies of each city for easy access. Compile contact list of state/federal locations in DeKalb, region, and state.	Short-term Mid-term Long-term	Decide DeKalb FMDE	p.74	In Progress

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24	Existing Business and Entrepreneurship	EE-DFMDE-6	Consider a Film, Music, and Digital Entertainment incubators in partnership with investment groups and private sector.	Determine feasibility to encourage local content creation and related businesses. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Mid-term Long-term	Decide DeKalb FMDE	p. 22	Not initiated
25	Existing Business and Entrepreneurship	EE-DFMDE-7	Determine the feasibility of creating a women-led/minority-owned business accelerator in Film, Music, and Digital Entertainment	Survey DeKalb County women-led/minority-owned businesses in Film, Music and Digital Entertainment to further evaluate feasibility. Collect recent data related to trends in usage, specific needs and potential gaps in existing accelerator programs. The data will help determine the need for an accelerator, the types of accelerators that could be most successful in DeKalb and costs. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Long-term	Decide DeKalb FMDE ACE, UGA, SBDC, WIT, WIFTA	p. 22	Not initiated
26	Existing Business and Entrepreneurship	EE-DFMDE-8	As part of the FMDE economic 'Entertainment District', explore the development of co-working spaces for businesses and content creators in Film, Music, and Digital Entertainment. (Same as IP-5)	Invest the necessary resources to conduct further research. Develop a plan that potentially includes the appropriate geographic areas, available corporate space, resource mapping, power grid, fiber, data centers, options for access to transportation, etc. Engage key stakeholders early in the development of a plan. Co-working experts highlight that the primary success of a co-working model is an engaged community. Facilitate discussions to begin connecting potential co-working businesses and potential partners. Vacant/ unoccupied buildings could be ideal for retooling in underutilized corridors around the County. Link co-working spaces with target industries in strategic locations. Waive county-level sales tax on utilities for co-working spaces in an existing or new structure. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Mid-term Long-term	Decide DeKalb FMDE, DeKalb County Gov't	p. 22	Not initiated
27	Existing Business and Entrepreneurship	EE-DFMDE-9	Consider new financial incentives to support entrepreneurs in Film, Music and Digital Entertainment. (Same as IP-4)	Decide DeKalb and the County should develop a more robust incentive policy that cultivates small business growth in the Film, Music, and Digital Entertainment industries. Decide DeKalb should create a Business Incentives Advisory Council consisting of professionals focused on identifying transformational business incentives that advocate for growth and investment initiatives in FMDE. Examples of new incentives could include (1) Local Mini-Grants: A grant of \$250-\$500 to stimulate supply-chain based small businesses. (2) Employment Assistance Grant: A grant equivalent to \$400 per new eligible permanent position up to a maximum of \$7,500 every two years to be provided to a new or expanded business within a specific area. (3) Loan Fee Rebate: A one-time award covering incurred loan financing fees up to a maximum of \$1,000. Prior to moving forward, address questions such as: <ul style="list-style-type: none"> <li>• Which incentive would provide the greatest return/benefit to DeKalb County?</li> <li>• Which areas of the County would benefit most from a geographic allocation of the incentives? For example, prioritizing the Southeast Corridor of the County and not offering programs in other areas.</li> </ul>	Mid-term Long-term	Decide DeKalb FMDE, DeKalb County Gov't	p. 22, 90	Not initiated

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28	Existing Business and Entrepreneurship	EE-DFMDE-10	Engage angel-investing network, venture capital, and crowdfunding to Film, Music, and Digital Entertainment. (*Same as MB-10 DFMDE)	Identify and leverage existing local investment sources. Host events encouraging local investment groups, venture capital, and angel investors to partner with local businesses and content creators in Film, Music, and Digital entertainment. These resources should be placed on Decide DeKalb's website. Explore possible incentives to investors in local content creation. Foster relationships with local investment groups such as TiE Atlanta and the Ritz Group.	Mid-term Long-term	Decide DeKalb FMDE	p. 22	Not initiated
29	Existing Business and Entrepreneurship	EE-DFMDE-11	Conduct an assessment taking stock of assets within each of the sectors in Film, Music, and Digital Entertainment as well as 'traditional' Arts, Culture and Entertainment venues in DeKalb County.	Decide DeKalb FMDE should conduct an overview and report of existing assets in FMDE including businesses, venues, and content creators as well as major arts, culture, and entertainment venues in DeKalb County. Report should contain GIS and infrastructure considerations/recommendations. Visits with major stakeholders to assess their needs in becoming part of the Decide DeKalb Film, Music, and Digital Entertainment grid will be conducted. Among but not limited to the assessment will be performance venues, museums, studios, leading festivals and fairs, existing 'live-work' and retail corridors, Major and mini-studios, Independent filmmakers, Production companies, Commercial production companies, Advertising, agencies, TV Networks, Cable Networks, Public Access stations, Government Networks, Interactive Game companies, FX companies, Animation studios, New Media companies.	Short-term	Decide DeKalb FMDE	p. 22	In Progress
30	Existing Business and Entrepreneurship	EE-DFMDE-12	Use online platforms to periodically survey all businesses and key players in DeKalb county in Film, Music, and Digital Entertainment.	Decide DeKalb should develop a survey to better understand the needs of the Film, Music, and Digital Entertainment community.	Short-term	Decide DeKalb FMDE	p. 25	Not initiated
31	Existing Business and Entrepreneurship	EE-DFMDE-13	As part of the FMDE economic 'Entertainment District', determine the feasibility of creating a "makerspace" to support manufacturing entrepreneurs.	Makers spaces combine manufacturing equipment, the community and educational resources in an effort to produce manufactured products that would not be possible to create with resources available to individuals working alone. These spaces can be organized in various ways. Primary owners should conduct research to determine costs, if there is a need for the space and how this space will be utilized. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Beyond 2020	ACE, UGA SBDC, DeKalb FMDE	p.72	Not initiated
32	Existing Business and Entrepreneurship	EE-DFMDE-14	Match WorkSource training programs in FMDE to existing FMDE business needs. (Same as (CE-1) DFMDE)	Decide DeKalb should develop a survey and include questions regarding FMDE WorkSource needs. The survey results should be shared with DeKalb County (WorkSource Development) who will work with local technical colleges. The information should be used to specifically determine if the right programs currently exist, to develop programs that match existing FMDE business needs and to identify ways to market these programs to employers.	Long Term	DeKalb County Gov't, Decide DeKalb	p. 25	In Progress
33	Marketing and Branding	MB-DFMDE-1	Create a launch event for DFMDE	Create a 13-city coordinated launch event for the DFMDE office.	Short-term	Decide DeKalb FMDE	p.33	Not initiated
34	Marketing and Branding	MB-DFMDE-2	Create and launch an annual Film, Music and Digital Entertainment 'Hack'-athon	Involve community, schools and students in a multi-day 'Jam' event creating film, music and digital entertainment.	Short-term Mid-term	Decide DeKalb FMDE	p.33	Not initiated

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35	Marketing and Branding	MB-DFMDE-3	Create and launch an annual International DFMDE Contest.	Categories for local and international submissions for exposure. Winners would be presented at the annual Celebration/Awards.	Short-term Mid-term	Decide DeKalb FMDE	p.33	Not initiated
36	Marketing and Branding	MB-DFMDE-4	Explore available opportunities to partner on annual Film, Music and Digital Entertainment Celebration/Awards events showcasing local talent.	Featuring performances of the best of local FMDE content, contest winners, school submissions, and awards.	Mid-term	Decide DeKalb FMDE	p.33	In Progress
37	Marketing and Branding	MB-DFMDE-5	Solicit and market DeKalb productions/events/projects in newsletters, reports, social media and websites.	Coordinate marketing on all partner sites, including county, cities, HOAs, CIDS, etc.	Short-term	Decide DeKalb FMDE	p.45	In Progress
38	Marketing and Branding	MB-DFMDE-6	Develop tour of location sites with Discover DeKalb.	See TC-2	Short-term Mid-term	Decide DeKalb FMDE	p.69	In Progress
39	Marketing and Branding	MB-DFMDE-7	Gather interviews of crew and stars for promotion during productions.	This item relates to (MB-2) DFMDE	Short-term Mid-term	Decide DeKalb FMDE	p.33	Not initiated
40	Marketing and Branding	MB-DFMDE-8	Compile list of industry related marketing opportunities	Examples: SWSX, Association of Film Commissioners, Atlanta Film Festival, BronzeLens, Siegf. (This item relates to (MB-7) DFMDE)	Short-term	Decide DeKalb FMDE	p.69	In Progress
41	Marketing and Branding	MB-DFMDE-9	Implement aggressive national and international marketing for DeKalb as a center for Film, Music and Digital Entertainment	Promote DeKalb both regionally and nationally. Research opportunities in Europe and Asia for business attraction efforts. Consider at least one international marketing and business development trip annually.	Mid-term	Decide DeKalb FMDE	p. 33	Not initiated
42	Marketing and Branding	MB-DFMDE-10	Develop strong ties with the media involved with reporting on FMDE.	Develop a plan for implementation and share quarterly updates. Retain the services of a professional public relations firm if desired by the Board. Utilize mainstream and 'blog'-media.	Short-term	Decide DeKalb FMDE	p. 33	In Progress
43	Marketing and Branding	MB-DFMDE-11	Develop marketing collateral materials for FMDE office.	Decide DeKalb should develop collateral materials.	Short-term	Decide DeKalb FMDE	p. 33	In Progress
44	Marketing and Branding	MB-DFMDE-12	Maintain updated target FMDE industry sections on the DDDA and DeKalb County websites.	Work to ensure recent information is provided for Film, Music, and Digital Entertainment industries. Develop plan to promote communities that allow filming.	Short-term	Decide DeKalb, DeKalb County Gov't	p. 45	Not initiated
45	Marketing and Branding	MB-DFMDE-13	Include in the DDDA monthly newsletter and annual report/magazine a section highlighting developments in FMDE.	Monthly newsletters will allow the business community, stakeholders, and partners to read about Decide DeKalb success stories including developments related to Film, Music, and Digital Entertainment and be more knowledgeable about the work taking place. Develop an annual report for the DDDA to highlight yearly accomplishments in FMDE. This may include studio updates, major events and productions, and business accolades.	Short-term Mid-term	Decide DeKalb and FMDE	p. 45	Completed; Ongoing

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46	Marketing and Branding	MB-DFMDE-14	Market at industry related conferences and trade shows related to FMDE.	Decide DeKalb should attend conferences and trade shows within the six target industries and FMDE related. Examples might be Georgia Night in LA, SXSW, A3C, NATAS, ATV, Skills USA GA, AJFF, SIEGE, MomoCon, others.	Short-term	Decide DeKalb FMDE	p. 67	Completed; Ongoing
47	Marketing and Branding	MB-DFMDE-15	Leverage existing industry clusters to encourage related development, i.e. use of existing and developing studio spaces for potential events and performances.	Develop partnership with county theatres, cinemas, or other sites for events.	Mid-term	Decide DeKalb FMDE	p. 72	Not initiated
48	Marketing and Branding	MB-DFMDE-16	Market changes in the Film permitting process.	DeKalb County should develop and begin implementing a marketing program that includes multiple mediums in sharing this message. Decide DeKalb and the DeKalb Chamber of Commerce should have links on their websites with this information.	Short-term	Decide DeKalb FMDE	p.27	Completed; Ongoing
49	Marketing and Branding	MB-DFMDE-17	Market the county's high school and tech school job training programs, GFA partners, and internship programs in FMDE	Highlight successful programs and share this information with the FMDE business community.	Short-term	DeKalb County Schools, GPTC, GFA	p. 72	Not initiated
50	Marketing and Branding	MB-DFMDE-18	Engage angel-investing network, venture capital, and crowdfunding to Film, Music, and Digital Entertainment. *(Same as EE-5)	Identify and leverage existing local investment sources. Host events encouraging local investment groups, venture capital, and angel investors to partner with local businesses and content creators in Film, Music, and Digital entertainment. These resources should be placed on Decide DeKalb's website. Explore possible incentives to investors in local content creation. Foster relationships with local investment groups. Examples: TiE Atlanta, The Ritz Group.	Long-term	Decide DeKalb FMDE	p. 22	Not initiated
51	Marketing and Branding	MB-DFMDE-19	Incorporate and market local school information related to FMDE studies, accomplishments, and events into DDDA website	Include a link on Decide DeKalb's website to the DeKalb County School's website.	Short-term	Decide DeKalb FMDE	p.79	Completed; Ongoing
52	Real Estate and Product Development	RE-DFMDE-1	Identify county owned and controlled properties for filming and create county assets library.	Work with county businesses to identify available production office or industrial space for filming.	Short-term Mid-term	Decide DeKalb FMDE	p.69	In Progress
53	Real Estate and Product Development	RE-DFMDE-2	Participate in targeted public-private collaborations.	Public-private collaborations should be discussed and supported, however, these collaborations should be vetted thoroughly. Note: The following are potentially related items: EE-DFMDE-1, EE-DFMDE-2, (EE-1) DFMDE, (EE-2) DFMDE, (EE-3) DFMDE, (EE-10) DFMDE, (RE-1) DFMDE, (RE-5) DFMDE.	Short-term	Decide DeKalb FMDE, DeKalb County Gov't	p. 40	In Progress

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54	Real Estate and Product Development	RE-DFMDE-3	Create employment centers throughout the region to include employment opportunities in FMDE. <ul style="list-style-type: none"> <li>• Northern DeKalb</li> <li>• West Central DeKalb</li> <li>• Southwest DeKalb</li> <li>• East Central DeKalb</li> <li>• Southeast DeKalb</li> </ul> Conduct a thorough assessment of proposed sites for new employment centers. Provide connectivity for employment centers.	Efforts to assess and create employment centers should be coordinated with the cities and CIDs in the County. Individual meetings with business groups within each of the potential employment centers are needed to discuss current and future efforts.	Long-term	Decide DeKalb FMDE, CIDs, Business Associations	p. 39, 74	Not initiated
55	Real Estate and Product Development	RE-DFMDE-4	Encourage development or redevelopment of Class A office space and flex space to include DFMDE Offices.	The demand for flex space and additional Class A office should be assessed. Costs for these assessments should be shared among primary owners. Consideration should be given to centrally locate the DFMDE Offices within the DFMDE economic 'Entertainment District'. See DA- DFMDE-4.	Short-term Mid-term	Decide DeKalb FMDE, DeKalb County Gov't, Cities	p. 67	In Progress
56	Tourism and Culture	TC-DFMDE-1	DFMDE will develop inclusive programming to cultivate Arts & Culture in DeKalb. (Relates to EE-DFMDE-13)	(Relates to EE-DFMDE-13)	Short-term	Decide DeKalb FMDE	p.30	Not initiated
57	Tourism and Culture	TC-DFMDE-2	Encourage visitation of locations used for filming utilizing a 'screen tourism platform.	(Relates to MB-DFMDE-6)	Short-term Mid-term Long-term	Decide DeKalb FMDE	p.69	In Progress
58	Tourism and Culture	TC-DFMDE-3	Promote international cultural destinations and events related to FMDE in DeKalb which highlight Diversity.	Celebrate the diversity of DeKalb with concerts, events and festivals. Example: Bronze Lens	Mid-term	State Tourism Office, National Association of Chinese Americans (NACA), Georgia Hispanic Chamber	p. 84	Not initiated
59	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-1	Elect DFMDE commission executive Leadership	Executive positions of Chair, Vice Chair, Secretary and Treasurer, serving two year terms per DFMDE Commission resolution.	Short-term	Decide DeKalb FMDE	p.30	Completed
60	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-2	Determine annual meeting schedule and operating procedures		Short-term	Decide DeKalb FMDE	p.30	Completed; Ongoing
61	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-3	Determine staffing needs to create strategic plans and fulfill goals of strategic plan.	Discuss need for entertainment legal counsel.	Short-term	Decide DeKalb FMDE	p.30	Completed; Ongoing
62	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-4	Determine location of official office and meeting site.	See (RE-5) DFMDE.	Short-term	Decide DeKalb FMDE	p.30	Not initiated



No.	Task Force	Task No.	Task	Task Suggestions	Revised Timeframe	Primary Owner(s)	Economic Development Strategic Plan Page Number	Status
63	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-5	Determine organizational structure.	<p>Considerations include looking at state and Atlanta models:</p> <ul style="list-style-type: none"> <li>• Director – Management of budget, staff, incentives, strategic plans, reports, programs, incentives, communications, and outreach.</li> <li>• Production Manager – Operations management, production liaison, permit coordination, development and outreach, lead cultivation and distribution and communications.</li> <li>• Production Assistant – Assisting with Administration of strategic plans, marketing, outreach programs, locations database management, contacts database management, outreach and communications.</li> </ul>	Short-term	Decide DeKalb FMDE	p.30	In Progress
64	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-6	Gather local FMDE business input in defining DDDA's scope of work for DFMDE.	Seek input from the business community regarding developing, implementing, and managing the strategic plan.	Short-term	Decide DeKalb FMDE	p. 30	In Progress
65	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-7	DDDA and DFMDE should prioritize its scope of work.	Organization should primarily focus on business attraction, retention, expansion, and entrepreneurship	Short-term	Decide DeKalb FMDE	p. 30	In Progress
66	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-8	Hire experienced professional staff.	Assess structure of the organization to determine if the right positions have been created with the right individuals to fill them.	Short-term	Decide DeKalb FMDE	p. 30	In Progress
67	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-9	Secure private funding for the DFMDE.	Retain services for fundraising. Implementation of this recommendation should begin in 2016.	Long-term	Decide DeKalb FMDE	p. 30	Not initiated
68	Decide DeKalb Development Authority Board of Directors and Staff	DA-DFMDE-10	Join economic development professional organizations in FMDE.	Board and staff should continue memberships with professional organizations and seize these opportunities to network and enhance skills.	Short-term	Decide DeKalb FMDE	p. 30	Completed; Ongoing

**DeKalb Film, Music, Digital Entertainment Total Strategic Plan Recommendations Page**

<b>Task Force</b>	<b>Total Strategic Plan Recommendations</b>	<b>Short Term Completion Dates</b>	<b>Mid Term Completion Dates</b>	<b>Long Term Completion Dates</b>	<b>Beyond 2020</b>	<b>Related Economic Development Strategic Plan Tasks</b>
Community Enhancement	18	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	CE- DMFDE-12 to CE-DMFDE-18 related to DeKalb Thrives recommendations CE-1 to CE-7
Existing Business and Entrepreneurship	14	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	EE- DMFDE-1 to EE-DMFDE-14 related to DeKalb Thrives recommendations EE-1 to EE-11
Marketing and Branding	19	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	MB- DMFDE-9 to EE-DMFDE-19 related to DeKalb Thrives recommendations MB-1 to MB-11
Real Estate and Product Development	4	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	RE- DMFDE-2 to EE-DMFDE-4 related to DeKalb Thrives recommendations RE- to RE-4
Tourism and Culture	3	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	TC- DMFDE-2 to EE-DMFDE-3 related to DeKalb Thrives recommendations TC-3 to TC-4
Decide DeKalb Development Authority Board of Directors and Staff	10	Dec-17	Dec-19	Dec-20	Not a priority but future consideration	DA- DMFDE-6 to DA-DMFDE-10 related to DeKalb Thrives recommendations DA-1 to DA-5
<b>Grand Total</b>	<b>68</b>					

## DeKalb Thrives - Draft Economic Development Strategic Plan Recommendations (Decide DeKalb)

Economic Development Strategic Plan Page Number	Decide DeKalb Board of Directors and Staff	Timeframe	Primary Owner(s)
DA-1	Gather local business input in defining DDDA's scope of work.	Short-term	Decide DeKalb
DA-2	DDDA should prioritize its scope of work.	Short-term	Decide DeKalb
DA-3	Hire experienced professional staff.	Short-term	Decide DeKalb
DA-5	Join economic development professional organizations.	Short-term	Decide DeKalb
EE-6	Organize robust visitation and outreach programs with existing businesses.	Short-term	Decide DeKalb
EE-7	Use online platforms to periodically survey all businesses.	Short-term	Decide DeKalb
IP-3	Conduct cost/benefit analysis of new incentives 2-3 years after implementation.	Short-term	Decide DeKalb
IP-8	Integrate DDDA as liaison in the development/permitting process.	Short-term	Decide DeKalb, DeKalb County Gov't
IP-12	Supplement state-level tax incentives for businesses that create jobs with wages at least 20% higher than county average wage.	Short-term	Decide DeKalb
IP-14	Develop additional incentives to companies operating under the FTZ designation, i.e. 20% higher tax abatements.	Short-term	Decide DeKalb
IP-18	Develop policy guidance for tax incentives.	Short-term	Decide DeKalb
IP-19	Identify outstanding property tax incentive transactions.	Short-term	Decide DeKalb

## DeKalb Thrives - Draft Economic Development Strategic Plan Recommendations (Decide DeKalb)

Economic Development Strategic Plan Page Number	Decide DeKalb Board of Directors and Staff	Timeframe	Primary Owner(s)
*MB-1	Implement aggressive national and international marketing. (also reviewed by Tourism Task Force)	Short-term	Decide DeKalb
MB-2	Develop strong ties with the media.	Short-term	Decide DeKalb
MB-3	Develop marketing collateral materials.	Short-term	Decide DeKalb
MB-4	Maintain updated target industry sections on the DDDA and DeKalb County websites.	Short-term	Decide DeKalb, DeKalb County Gov't
MB-5	Create a DDDA monthly newsletter and annual report/magazine.	Short-term	Decide DeKalb
MB-6	Market to industry related conferences and trade shows as identified in the Target Industry Report.	Short-term	Decide DeKalb
MB-7	Leverage existing industry clusters to encourage related manufacturing, i.e. use of prominence of Life Sciences industry to promote medical device manufacturing within the county.	Short-term	Decide DeKalb
MB-11	Incorporate and market local school information into DDDA website.	Short-term	Decide DeKalb
RE-1	Participate in targeted public-private collaborations.	Short-term	Decide DeKalb, DeKalb County Gov't
RE-5	Encourage development of Class A office space and flex space.	Mid-term	Decide DeKalb, DeKalb County Gov't, Cities
RE-6	Participate in FTZ #26 with designation of industrial sites as FTZ's (2-5 years).	Short-term	Decide DeKalb, Industrial Parks
*CE-1	Match workforce training programs to existing business needs. (Same as EE-11)	Mid-term	DeKalb County Gov't, Decide DeKalb
CE-4	Work with local high schools and trade schools to develop needed workforce development programs for construction and related trades.	Mid-term	DeKalb County Schools, Decide DeKalb, DeKalb Chamber of Commerce

## DeKalb Thrives - Draft Economic Development Strategic Plan Recommendations (Decide DeKalb)

Economic Development Strategic Plan Page Number	Decide DeKalb Board of Directors and Staff	Timeframe	Primary Owner(s)
CE-6	Better leverage specialized academic programs.	Mid-term	DeKalb County Schools, Decide DeKalb, DeKalb Chamber of Commerce
*EE-3	Explore the development of co-working spaces. (Same as IP-5)	Mid-term	Decide DeKalb, DeKalb County Gov't
*EE-11	Match workforce training programs to existing business needs. (Same as CE-1)	Mid-term	DeKalb County Gov't, Decide DeKalb
*IP-5	Explore the development of co-working spaces. (Same as EE-3)	Mid-term	Decide DeKalb
IP-15	Incentivize improvements to industrial parks to enhance competitiveness.	Mid-term	Decide DeKalb
TC-11 (new)	Promote DeKalb County to the 7 million overnight visitors at the Hartsfield-Jackson International Airport.	Mid-term	State Tourism Office, DCVB, Decide DeKalb
DA-4	Secure private funding for the DDDA.	Long-term	Decide DeKalb
*EE-4	Implement new financial incentives to support entrepreneurs. (Same as IP-4)	Long-term	Decide DeKalb, DeKalb County Gov't
*EE-5	Engage angel-investing network and crowdfunding. (Same as MB-10)	Long-term	Decide DeKalb
*IP-4	Implement new financial incentives to encourage entrepreneurship. (Same as EE-4)	Long-term	Decide DeKalb, DeKalb County Gov't
IP-9	Refine incentives to encourage private development.	Long-term	Decide DeKalb, DeKalb County Gov't
IP-13	Implement tax incentives to offset major costs to life-science businesses.	Long-term	Decide DeKalb, DeKalb County Gov't
*MB-10	Engage angel investing network and crowdfunding for entrepreneurs. (Same as EE-5)	Long-term	Decide DeKalb

## DeKalb Thrives - Draft Economic Development Strategic Plan Recommendations (Decide DeKalb)

Economic Development Strategic Plan Page Number	Decide DeKalb Board of Directors and Staff	Timeframe	Primary Owner(s)
RE-2	Leverage New Market Tax Credit Program.	Long-term	Decide DeKalb, Cities
RE-4, RE-9, RE-10	<p>Create employment centers throughout the region.</p> <ul style="list-style-type: none"> <li>• Northern DeKalb</li> <li>• West Central DeKalb</li> <li>• Southwest DeKalb</li> <li>• East Central DeKalb</li> <li>• Southeast DeKalb</li> </ul> <p>Conduct a thorough assessment of proposed sites for new employment centers. Provide connectivity for employment centers.</p>	Long-term	Decide DeKalb, CIDs, Business Associations
RE-8	Continue to encourage green and sustainable construction practices throughout DeKalb County.	Long-term	Cities, Decide DeKalb, Southface
IP-16	Implement comprehensive strategy to encourage modernization of manufacturing infrastructure.	Beyond 2018	Decide DeKalb, DeKalb County Gov't
RE-7	Implement a shovel-ready certification program to attract new industries.	Beyond 2018	DeKalb County Gov't, Cities, Decide DeKalb

**Below is the link to the DeKalb County Economic Development webpage, which has a link to the 2014 Economic Development Strategic Plan**

<https://www.dekalbcountyga.gov/economic-development/economic-development-1>

<b>DEKALB FILM, MUSIC &amp; DIGITAL ENTERTAINMENT BUDGET RECOMMENDATIONS</b>		<b>2017 Proposed Budget</b>	<b>2017 Adjusted Budget</b>
<b>1</b>	<b>DeKalb Entertainment/Creative Industries Hub Feasibility Study</b> o Research feasibility of officially designated area of county to promote creative industries and businesses (i.e. Vancouver, BC, Orlando, FL, Songdo, Korea, etc.) o Determine relevant incentives and support programs o Identify possible partners	<b>\$10K</b>	<b>\$0</b>  Complete in next budget cycle
<b>2</b>	<b>DFMDE Commission/Office Launch Event</b> o Attract attendees from across the FMDE spectrum o Ensure publicity/coverage via local media outlets	<b>\$15K</b>	<b>\$15K</b>
<b>3</b>	<b>DFMDE Capacity Building (Commissioner's Training/Support)</b> o Development training courses/events for commission members o DFMDE Commission attendance at economic development events	<b>\$10K</b>	<b>\$3K</b>
<b>4</b>	<b>DFMDE Speakers Series/Workshop Series</b> o Identify and book locations across the county o Pair high-quality presenters with the necessary technical facilities	<b>\$10K</b>	<b>\$10K</b>
<b>5</b>	<b>Online Film Permitting and Location Databases (Film App Integration)</b> o Create location mapping system to market filming locations county-wide o Create inter-agency policy and fee structure for county controlled/owned buildings; i.e. PDK, Decatur Courthouse, etc.	<b>\$10K</b>	<b>\$10K</b>
<b>6</b>	<b>K-12 Educational Events (Transportation/Food/Training)</b> o Industry days at DeKalb colleges o Partnerships with DeKalb School District and career academies	<b>\$15K</b>	<b>\$15K</b>
<b>7</b>	<b>Marketing of Entertainment Strategy (Collateral &amp; Merchandise)</b> o Shirts/Bags/Flats/Stickers/Business Cards o Website & Digital Marketing o Advertising o Subscription Tools/Memberships	<b>\$30K</b>	<b>\$15K</b>  Use reduced budget for this year
<b>8</b>	<b>Workforce/Education Initiatives</b> o Entry-level training partnerships o Training support for current entertainment professionals who do not qualify for WorkSource initiatives	<b>\$50K</b>	<b>\$40K</b>  Set up with WorkSource
<b>9</b>	<b>Professional Services (Creative Audit, Recommendations &amp; Implementation)</b> o Review, manage, & revise effectiveness of marketing strategy o Implementation of DFMDE strategic plan recommendations	<b>\$60K</b>	<b>\$50K</b>  Move on Strat. Plan
<b>10</b>	<b>Identify Strategic Partnerships &amp; Sponsorships</b> o See suggested partnerships listed below o Time sensitive targeted events/sponsorships listed below	<b>\$100K</b>	<b>\$47</b>  See list on next page
<b>Total Proposed Budget</b>		<b>\$310K</b>	<b>\$205K</b>