

SHORT TERM RECOMMENDATIONS

Target Completion: December 2017

RECOMMENDATIONS		Proposed Budget	Adjusted Budget
1	DeKalb Entertainment/Creative Industries Hub Feasibility Study	\$10K	\$0
	<ul style="list-style-type: none"> ○ Research feasibility of officially designated area of county to promote creative industries and businesses (i.e. Vancouver, BC, Orlando, FL, Songdo, Korea, etc.) ○ Determine relevant incentives and support programs ○ Identify possible partners 		Complete in next budget cycle
2	DFMDE Commission/Office Launch Event	\$15K	\$15K
	<ul style="list-style-type: none"> ○ Attract attendees from across the FMDE spectrum ○ Ensure publicity/coverage via local media outlets 		
3	DFMDE Capacity Building (Commissioner’s Training/Support)	\$10K	\$3K
	<ul style="list-style-type: none"> ○ Development training courses/events for commission members ○ DFMDE Commission attendance at economic development events 		
4	DFMDE Speakers Series/Workshop Series	\$10K	\$10K
	<ul style="list-style-type: none"> ○ Identify and book locations across the county ○ Pair high-quality presenters with the necessary technical facilities 		
5	Online Film Permitting and Location Databases (Film App Integration)	\$10K	\$10K
	<ul style="list-style-type: none"> ○ Create location mapping system to market filming locations county-wide ○ Create inter-agency policy and fee structure for county controlled/owned buildings; i.e. PDK, Decatur Courthouse, etc. 		
6	K-12 Educational Events (Transportation/Food/Training)	\$15K	\$15K
	<ul style="list-style-type: none"> ○ Industry days at DeKalb colleges ○ Partnerships with DeKalb School District and career academies 		
7	Marketing of Entertainment Strategy (Collateral & Merchandise)	\$30K	\$15K
	<ul style="list-style-type: none"> ○ Shirts/Bags/Flats/Stickers/Business Cards ○ Website & Digital Marketing ○ Advertising ○ Subscription Tools/Memberships 		Use reduced budget for this year
8	Workforce/Education Initiatives	\$50K	\$40K
	<ul style="list-style-type: none"> ○ Entry-level training partnerships ○ Training support for current entertainment professionals who do not qualify for WorkSource initiatives 		Set up with WorkSource
9	Professional Services (Creative Audit, Recommendations & Implementation)	\$60K	\$50K
	<ul style="list-style-type: none"> ○ Review, manage, & revise effectiveness of marketing strategy ○ Implementation of DFMDE strategic plan recommendations 		Move on Strat. Plan
10	Identify Strategic Partnerships & Sponsorships	\$100K	\$47
	<ul style="list-style-type: none"> ○ See suggested partnerships listed below ○ Time sensitive targeted events/sponsorships listed below 		See list on next page
Total Proposed Budget		\$310K	\$205K

SHORT TERM RECOMMENDATIONS

Suggested partnership or reach out to host events like:

1. NY Drone Film Festival
2. BronzeLens Festival
3. Media Education Foundation of GA needs new training site; potential partners GPTC & K-12
4. Launch event may include stars like Jermaine Dupree

Time Sensitive Targeted Events/Sponsorships for three sectors:

FILM 2017 Estimated Budget

- GA Night in LA - \$10K (May 23, 2017) \$5K
 - BronzeLens - \$10K (August 2017) \$10K
 - WIFTA - \$5K \$5K
 - Produced BY - \$5K (June 10-11, 2017) \$5K
 - SXSW - \$5K (March 10-19th) \$5K
- o Total: \$30K

MUSIC

- International Music Conference in Atlanta - \$1K \$1K
 - A3C Hip Hop Festival - \$3K Oct 4-8, 2017 \$3K
 - SXSW - \$5K \$0
 - BMI R&B Awards - \$5K – \$5K
- o Total: \$9K

DIGITAL

- DFMDE Hackathon - \$15K \$0
 - SIEGE - \$3K \$5K
 - Skills USA - \$3K \$3K
 - SXSW - \$5K \$0
- o Total: \$8K

Grand Total: \$47K

Film Commission

Initial Set Up Funding from ICEO Balance	30,000.00
Uses	
Film City, LLC – Laronda Sutton Entertainment Consultant	10,000
Press Reset – Shanti Das Music Consultant	5,000
David Lieberman – Digital Consultant	5,000
Association of Film Commissioners International	1,091
Meals for Film Commission	178
Producers Guild of America Sponsorship	525
	21,793.59
Ending Balance (*est)	8,206.41

Memberships and Events Pending for 2017:

Association of Film Commissioners International	-\$pending
Atlanta Film Festival	-\$ pending
BronzeLens Festival	-\$ pending
Georgia Music Partners	-\$ pending
Georgia Production Partnership	-\$100
Media Foundation of Georgia	-\$ pending
National Academy of Arts & Sciences – SE Emmy	-\$90
South by Southwest	-\$ pending
Sundance Festival (Jan 2018)	-\$ pending
Women In Film and Television -Atlanta	- \$75