



DeKalb Film Music and Digital Entertainment

Work Plan and Budget 2017



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Welcome

GEORGIA

STATE OF ADVENTURE



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Development Authority



FILM CITY

GEORGIA ENTERTAINMENT INDUSTRY

Georgia Entertainment Investment Act (2008)

- 30% state tax credit
- In the top 3rd Nationally
- In the top 5th in World
- \$2.02B in direct spend in GA
- \$7B economic impact
- \$84,000 average salary



DeKalb is Film Friendly



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DEKALB ENTERTAINMENT INDUSTRY

- ❖ 125 Film projects 2011-2014
- ❖ 54 Film projects in 2015
- ❖ 108 Permits Issued for 2016 (300% increase since 2011)
- ❖ 38 Permits Issued for 2016 June-Dec
- ❖ 600+ IATSE Local 479 and Teamster members reside in DeKalb County
- ❖ DeKalb Film Permitting Ordinance (2016)
- ❖ DeKalb Film, Music and Digital Entertainment Commission (2016)





GEORGIA
STATE OF ADVENTURE

Blackhall Studios





STATE OF ADVENTURE

Third Rail Studios





Eagle Rock Studios



ATLANTA AND SAVANNAH

To make the most of this unparalleled opportunity, both Atlanta and Savannah created Entertainment Offices.

- ❖ Atlanta budgeted \$480,000 for its Office of Film & Entertainment.
- ❖ Atlanta claims more than \$1 billion in economic impact from film and TV.
- ❖ Savannah's Area Film Office has a budget of \$505,000.
- ❖ Savannah offers \$1.5 million/year in incentives above the state credit.
- ❖ Savannah estimates a 2016 direct spend of \$62 million on film and TV.



A promotional image for the DeKalb Film Commission. It features two men crouching on the hood of a dark car. The man on the left is wearing a dark t-shirt and jeans, looking towards the right. The man on the right is wearing a dark tank top, jeans, and a necklace with a cross, looking towards the left. The entire image is overlaid with a teal color and a halftone dot pattern. The text 'DeKalb Film Commission' is centered in white.

DeKalb Film Commission



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DeKalb Film, Music & Digital Entertainment Commission

VISION

DeKalb County will have the State of Georgia's top performing creative economy and be recognized as the state's **best place to live learn, play, work and to conduct creative business**

GOALS

Lead the state in **competitiveness** as a location for business, investment, talent, innovation and visitors

Lead the state in **economic growth and prosperity**

Lead the state in **quality of life**

OBJECTIVES

- **Improve employment in DeKalb County arts & entertainment sector**
- Foster opportunities for prosperity
- Grow entertainment related businesses
- Expand global entertainment commerce
- **Increase DeKalb's attractiveness** to industry workers, residents and visitors

Welcome to
GEORGIA
STATE OF ADVENTURE



Digital Entertainment



[adult swim]	AMD	ESLIE MAWROTTE
Cadillac Jack	CN CARTOON NETWORK	CCP
DRAGON ARMY	EDWARD MURPHY JR.	eyes wide games
GamesThatWork	GREATER GOOD GAMES	HE-REZ STUDIOS
kaneva	KER-CHUNK GAMES	KIZ STUDIOS
KONTROLFREEK	LAUNCH MEDIA NETWORK	MOWGLI
NR	PULSEWORKS	atdc ATLANTA TECH
Puzzles by JOE	thrust	atdc ATLANTA TECH
TRIPWIRE	TURNER SPORTS	atdc ATLANTA TECH
VISIONEERING GAMES	SCAD	atdc ATLANTA TECH
WORLD TROUPE	XAVIANT	atdc ATLANTA TECH
	zobee	atdc ATLANTA TECH

atdc ATLANTA TECH	COLUMBUS STATE UNIVERSITY	DeVry University TECHNICAL CAMPUS	EMORY UNIVERSITY
Georgia Game Developers Association	Georgia Gwinnett College	igda Atlanta	Georgia Institute of Technology
GOVERNORS COLLEGE	Georgia State University	GWINNETT TECHNICAL COLLEGE	Kennesaw State University
SCAD	SEVEN CRESCENT TECHNICAL COLLEGE	TAG TECHNICAL ASSOCIATION OF GEORGIA	The Art Institute of Atlanta
	WEST GEORGIA TECHNICAL COLLEGE	WIREGRASS	

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DIGITAL ENTERTAINMENT

Digital Entertainment

2012

Direct Jobs: 1,824
 Direct and Indirect Jobs: 8,719
 Wages: \$528 million
 Revenue: \$758 million
 State Tax Revenue: \$49 million
 Exports: \$47 million

Economic Impact: \$1.9 billion

Source: Georgia's Digital Entertainment Industry, 2012

Video Games* alone

2015

Direct Jobs: 3,100
 Direct and indirect Jobs ca. 12,000
 Wages \$200 million
 Revenue: \$278 million

Economic Impact: \$550 million

*not counting casino games

Rise in Digital Entertainment

Academic Program

Digital Communication and
 Media/Multimedia (CIP 09.0702)

Animation, Interactive Technology,
 Video Graphics and Special Effects
 (CIP 10.0304)

Cinematography and Film/
 Video Production (CIP 50.0602)

Recording Arts Technology/
 Technician (CIP 10.0203)

Game and Interactive Media Design
 (CIP 50.0411)

Source: EMSI

Totals: 124

1,176

850 % Increase

Video Game Companies in GA

- 2008 - 8
- 2015 - 112 *1,300 % Increase*

DeKalb Top Digital Companies

- CCP
- Games That Work
- CDC
- Gimme Games





Music



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Music Incentive

Georgia House Bill 155

- ❖ Purpose - encourage growth of Georgia's music industry, create and sustain jobs and increase awareness of Georgia as a leading state for music production
- ❖ 15% income tax credit for live music rehearsals and tour origination, recorded music and music scored for film, TV and video games
- ❖ If marketed and promoted Georgia has the opportunity to generate \$85 million dollars of direct spend for the Georgia Music industry.



2017 Budget Proposal



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SHORT TERM RECOMMENDATIONS

2017 Work Plan and Budget Proposal

Strategic Plan Development and Implementation

Entertainment Speaker Series and Workshop Events

Online Film Permitting Integration

Workforce and Education Initiatives

Identify and Execute Strategic Partnerships & Sponsorships

68 Entertainment Strategic Plan Recommendations

Total Proposed First Year Budget = \$205K



WHO WE ARE

DFMDE Commission Board:

Executive Officers

Mr. Andrew Greenberg, Chair

Georgia Game Developers Association (GGDA)

Dr. Theodora Kay Beck, Vice Chair

Georgia State University, Creative Media Industries Institute

Ms. Shannon Phillips, Secretary

Media Education Foundation of Georgia (MEFGA)

Board Members

Mr. Mike Akins, IATSE, Local 479 Union

Mr. Clark Cofer, Georgia Production Partnership (GPP)

Dr. Ivan L. Harrell, II, Georgia Piedmont Technical College (GPTC)

Mr. Jeffrey Stepakoff, MFA (Ex Officio Member), Georgia Film Academy (GFA)

Mr. Matt Still, Georgia Music Partners (GMP)

Mr. Barry Stoltze, Screen Actors Guild (SAG-AFTRA)

Ms. Beth Talbert, Georgia Studio Infrastructure Alliance (GSIA)

Decide DeKalb Development Authority:

Ray Gilley, President

Shelbia Jackson, Project Coordinator

Consultants:

Film & Entertainment:

LaRonda Sutton - Film City, LLC

Dee Dee Murray - Film City, LLC

Music:

Shanti Das - Press Reset Entertainment

Digital Entertainment:

David Lieberman - The Anigraphical Etudes

